LLAND LAND COMPANY

Sacramento
National Bank Bldg.,

SAN FRANCISCO
BALFOUR BLDG
351 California S

Clarksburg
The Town on the
Property

1922 –

1922
Hollan

#3

1922—

Also
Calif. Development
March

Why The Neighbors Buy This California Garden Land

Why, there are a score of reasons! Just look down the lists, a veritable inventory of resources of the great Clarksburg farming community, fronting the Sacramento, just a half hour's spin down river from the State Capital, Metropolis of the Valley. The neighbors KNEW the worth of this river-built land, energized by nature down uncounted years; they KNEW the stuff was in the soil; they KNEW the record of this company—that this subdivision

Challenges Comparison

That's why most of the purchases, both in acreage and in townsite lots have been made by farmers of Clarksburg, headquarters town for 50,000 acres of sediment lands behind it. The home folk have convincingly put the stamp of their approval on the subdivision, and here, in California's sunshine, a hundred odd contented farmers are now living the life that has built the basic wealth of this country of ours, the life on the soil in the great outdoors.

Sound Security Is Yours

Sediment soil—deep, virgin, lasting
Diversity of crops
Sub-irrigation or surface
Low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau center
Satisfied settlers

Grow What You Will---

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden truck
Hops
Celery
Prunes
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

First of all the property must be seen. It is time enough then to show how this land earns its way on our ten annual payments plan. (No more than 10 per cent of the price as the first cash payment.) Interest at 6 per cent.

Would you know more? Just write—and you will receive a prompt, detailed reply from

HOLLAND LAND COMPANY

Sacramento
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
BALFOUR BLDG.
351 California Street

Clarksburg
The Town on the
Property

2.

1922

NEW ORCHARDS ON HOLLAND PROPERTY

Bulletin S.F.

CLARKSBURG, Feb. 4.—Pears and asparagus—oddly enough, indicative of the diversity of the crops—are much to the front in the development of the 50,000-acre farming community back of here. A survey of the district shows that many new orchards are being set out. Herringer Bros. have been making preparations for planting; J. W. Hollenbeck is setting out his pear trees; Green, Huntoon & Wilson have been laying out the ground and digging holes for pear trees on their holdings; C. E. McLaughlin has set out his trees, as have K. F. Paffrath and Edward Keagy. George G. Pollock has purchased pear trees to cover a sixty-acre orchard.

Among the asparagus growers Cave & Patterson have been digging irrigation ditches and discing the fields. Peter Cook and J. W. Hollenbeck are both preparing their lands for this vegetable. The Holland Land Company, which is subdividing the lands centering here, is continuing the planting of black walnut trees along the roads traversing its properties.

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7 Pear Orchards Being Set Out in Clarksburg Area

Call S.F.

1922

CLARKSBURG, Feb. 4.—No less than seven new pear orchards are being set out in the district centering here. George G. Pollock has purchased stock for a sixty acre orchard north of Duck Slough. Other pear growers in this neighborhood are Herringer Brothers, J. W. Hollenbeck, Green, Huntoon & Wilson, C. E. McLaughlin, Edward Keagy and K. F. Paffrath.

Asparagus growing, too seems to have attracted unusual interest of farmers in the Holland Land Company tract. Peter Cook, Cave & Patterson, and J. W. Hollenbeck are all setting out this crop.

Planting of black walnut shade trees along the roads traversing these properties is being renewed.

A Cross-Section of Upper California Development

The Holland Tract, Around Clarksburg, a 50,000 Acre Principality—a Type of Agricultural Development With Which City Folks Are Too Little Familiar

By J. V. MENDENHALL, President Holland Land Company

"I was out digging in the garden all day yesterday," boasts the city man of family, officeward bound any Monday morning, to his seat-mate. That special week-end avocation seems to inspire a greater glow of self-satisfaction—plus the glow of abundant good health—than any other of the variegated list of home chores. Besides getting the exercise he needs but is too prone to omit, the man of straight streets and straight-up office buildings satisfies an innate craving for literally getting next to the soil that more or less insistently finds expression in all of us. "A little land and a living" assuredly rolls up a tremendous majority in our big cities in an expression on The Great Wish when Aladdin is registrar of voters and his lamp is the torch that points the way.

On a pedestal of unconcealed envy, among friends and neighbors stands the man who on a frequent Saturday morning volunteers the announcement, in the most off-hand way, that he is going "up to the ranch over Sunday." There, we may be sure, he is watching with eager eyes and zealous care the unfolding of a long cherished dream, today a growing reality that looms ever larger in his picture of the years ahead. He is building out of fundamentals, with the handiwork of Nature, a structure that, for him and his, will ease the relentless economic pressure against which the world battles.

It seems but yesterday in the history of our own country that California was a vast expanse of grain and grazing land, a vista of the great out-doors apparently impossible of circumscribing. But it was inevitable that this elemental wealth should be utilized with an accelerated speed, and now Californians are awakening to the realization that good land is increasingly harder to get as the years go by. The State has been gaining 100,000 people yearly, and, as the census figures show, the number of its farms has increased 33.4 per cent, while the size of farms decreased 21.8 per cent during the last ten years. Today the farseeing man, farmer or farmer-to-be, is securing his future by getting ownership of a good piece of well-located land. The basic things persist: the coveted reward of the warrior lords of an earlier day is still the fundamental security, and ownership of land marks the man of purpose and capacity—it is the index of good citizenship.

SEE CALIFORNIA'S BACK COUNTRY.

With the increasing availability of the automobile and the constant construction of good roads, Californians can find but lame reasons these days for failing to keep pace with agricultural development. And those who depart from the beaten paths are going to be rewarded. The big rivers always flow by the big cities, true enough, as the old lady on her first real sightseeing trip, somewhat nonplused by the coincidence, remarked; but the main arteries between centers of population do not always tap the most prolific sources of wealth.

With malice aforethought, if you please, we are going to suggest for motorists resident in the San Francisco Bay Cities an inspiring itinerary for one of their accustomed week-end jaunts in the late Spring when Nature is her loveliest. It is a trip to be taken leisurely. From Oakland follow the tunnel road past Lafayette, Walnut Creek, Concord, Pittsburg, Antioch, twice ferrying the San Joaquin River, and then parallel the course of the Sacramento River up the east bank opposite Rio Vista, through Isleton, Walnut Grove, Courtland, Hood, and on to Clarksburg. You'll find your adjectives inadequate to do justice to the vistas the river country unfolds.

At Clarksburg you take the free county ferry across the Sacramento, richest per cargo stream in the United States—for official figures show that the ton value of shipments, averaging $95.95, gives it first rank, with a goodly lead over the mighty Hudson, while the increase in its tonnage in ten years registered 225 per cent.

Here—fifteen miles down river from the State Capitol, and over a paved highway—you reach headquarters of the Holland Land Company, which originally owned 20,000 of the 26,000 acres in Reclamation District No. 999. All told some 50,000 acres center here. Thirty miles of navigable fresh water channels bound the Holland Company properties, which are served also by the San Francisco-Sacramento electric line, making the run to Oakland in two and a half hours. You can spin over these level lands on seventy-five miles of graded roads, tree-lined.

ENERGIZED BY NATURE.

Down uncounted years Nature energized this sediment soil, for the tract is in the heart of the deepest deposits of what was once a great natural drainage reservoir, gradually filled in by overflow sediment—twenty feet deep in places—from the Sacramento River and other streams. Year by year the decaying vegetation enriched these lands. The marginal lands rose six, seven feet above the interior level, the gradual and scarcely perceptible slope providing good drainage to the central canal, characteristic of a reclamation subdivision such as the Holland properties. The network of drainage ditches serves also for irrigation and sub-irrigation, water simply being syphoned from the river onto the land. This veritable principality is securely protected from winter high water by massive levees, the product of advanced engineering skill and experience.

Little wonder is it that when these lands were put on the market three years ago the first to respond were former tenants and neighboring farmers. They knew the worth of this river-built land; they had watched the reclamation and development of the district; they had faith in the future of the great stretch of fertile land tributary to the Sacramento River; they had confidence in the personnel of the management of the project and respect for its high standards of farming and liberal terms in selling and fostering the man who would develop his purchase.

One of the big seed companies came to Clarksburg and has established commercial seed as a front-line activity hereabout. Early last year farmers of the neighborhood, following suit, organized the Clarksburg Nursery Company and have budded fully 500,000 trees.

At Clarksburg it is largely a case of grow what you will. The list of available crops is a long one, but it will serve to name pears, potatoes, peaches, alfalfa—six cuttings in 1921, asparagus, cherries, grapes, garden truck, hops, celery, prunes, onions, grain, peas, plums, beans, spinach, corn, and sugar beets.

Truly this subdivision challenges comparison, and you who are ready to accept the challenge, or to say, "I concur," after the trip suggested, may readily run the whole gamut of facts and figures regarding the great Clarksburg farming community and the opportunities it presents.

Some months ago Mr. Mendenhall was elected president of the California Delta Farms, inc., owners and subdividers of 40,000 acres west of Stockton, in recognition of his achievement in financing and developing the property described here.

1922 2 5

SPRING PLANTING ON HOLLAND LAND

Page 1 - Dai.

Oakland Tribune

CLARKSBURG, Feb. 4.—With the approach of spring agricultural development activities are being renewed hereabout. Pear growing seems to be of chief concern, half a dozen or more settlers having set out or taken steps to set out orchards. Among them are Green, Huntoon & Wilson, C. E. McLaughlin, K. F. Paffrath, Edward Keagy, J. W. Hollenbeck, Herringer Bros., and George G. Pollock. Pollock will have a 60-acre orchard, having already purchased his stock.

Next in importance in new plantings are the asparagus beds on the holdings of Peter Cook, Cave and Patterson, and J. W. Hollenbeck.

In line with its established policy the Holland Land Company, which has subdivided 20,000 acres here, is renewing the planting of black walnut shade trees along the roads traversing its lands.

Work Upon Gaps in River Road Progressing

Bee 2/822

FREEPORT (Sacramento Co.), February 8.—Work on the highway on the levee below District 744 for a stretch of about five miles is progressing favorably. This piece of road, when completed, will unite the two ends that were constructed several years ago, and will make a complete driveway to the lower end of Sacramento County.

The greater portion of this beautiful drive is on high river levees, with the Sacramento River in full view on one side, and highly cultivated farms on the other. The high elevation of this road bed makes it possible to see miles over the fields; over the tops of the numerous orchards, the products from which are known the world over.

On the Holland Tract.

CLARKSBURG, February 7.—With the approach of spring agricultural development activities are being renewed hereabout. Pear growing seems to be of chief concern, half a dozen or more settlers having set out or taken steps to set out orchards. Among them are Green, Huntoon & Wilson, C. E. McLaughlin, K. F. Paffrath, Edward Keagy, J. W. Hollenbeck, Herringer Bros. and George G. Pollock. Pollock will have a sixty-acre orchard, having already purchased his stock.

Next in importance in new plantings are the asparagus beds on the holdings of Peter Cook, Cave & Patterson and J. W. Hollenbeck.

In line with its established policy the Holland Land Company, which has subdivided 20,000 acres here, is renewing the planting of black walnut shade trees along the roads traversing its lands.

Byron Times
1922-2-10

Also
Calif Development – april

Pear Orchards Are Land Company Tract

CLARKSBURG (Yolo Co.), February 11.—With the approach of Spring, agricultural development activities are being renewed hereabout. Pear growing seems to be of chief concern, half a dozen or more settlers having set out or taken steps to set out orchards. Among them are Green, Huntoon & Wilson, C. E. McLaughlin, K. F. Paffrath, Edward Keagy, J. W. Hollenbeck, Herringer Bros., and George G. Pollock. Pollock will have a sixty-acre orchard, having already purchased his stock.

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CELERY BEING PLANTED.

MADDOX (Sutter Co.), February 11.—Planting of a fifteen-acre field of celery is in progress in Sutter Basin. Early peas, out of the ground all Winter, have been making some progress since the temperature moderated.

Sacramento Bee 1922-2-11

Also Oakland Tribune 3/5/22 Examiner 3/5/22

MORE ELECTRIC EXTENSION FOR CLARKSBURG

S.F. Call 1922-3-4

CLARKSBURG, March 4.—Fifty thousand dollars has been appropriated by the Great Western Power Company for extending the distribution of electric power in the agricultural community centering at this Sacramento River point. More than fifteen miles of additional power line will be built, thus bringing electricity for pumping, irrigation and domestic uses to fully 10,000 acres of land in the subdivision of the Holland Land Company. Some fifty farmers will be served.

The announcement of this substantial expenditure by the power interests is being hailed with enthusiasm here, for it is not only evidence of their recognition of the potential business that has been developed in the peopling of the 50,000 acre tributary territory, but it also indicates that the corporation's survey of still greater demands for power in the immediate future has justified a large appropriation in times of curtailed investment for expansion projects.

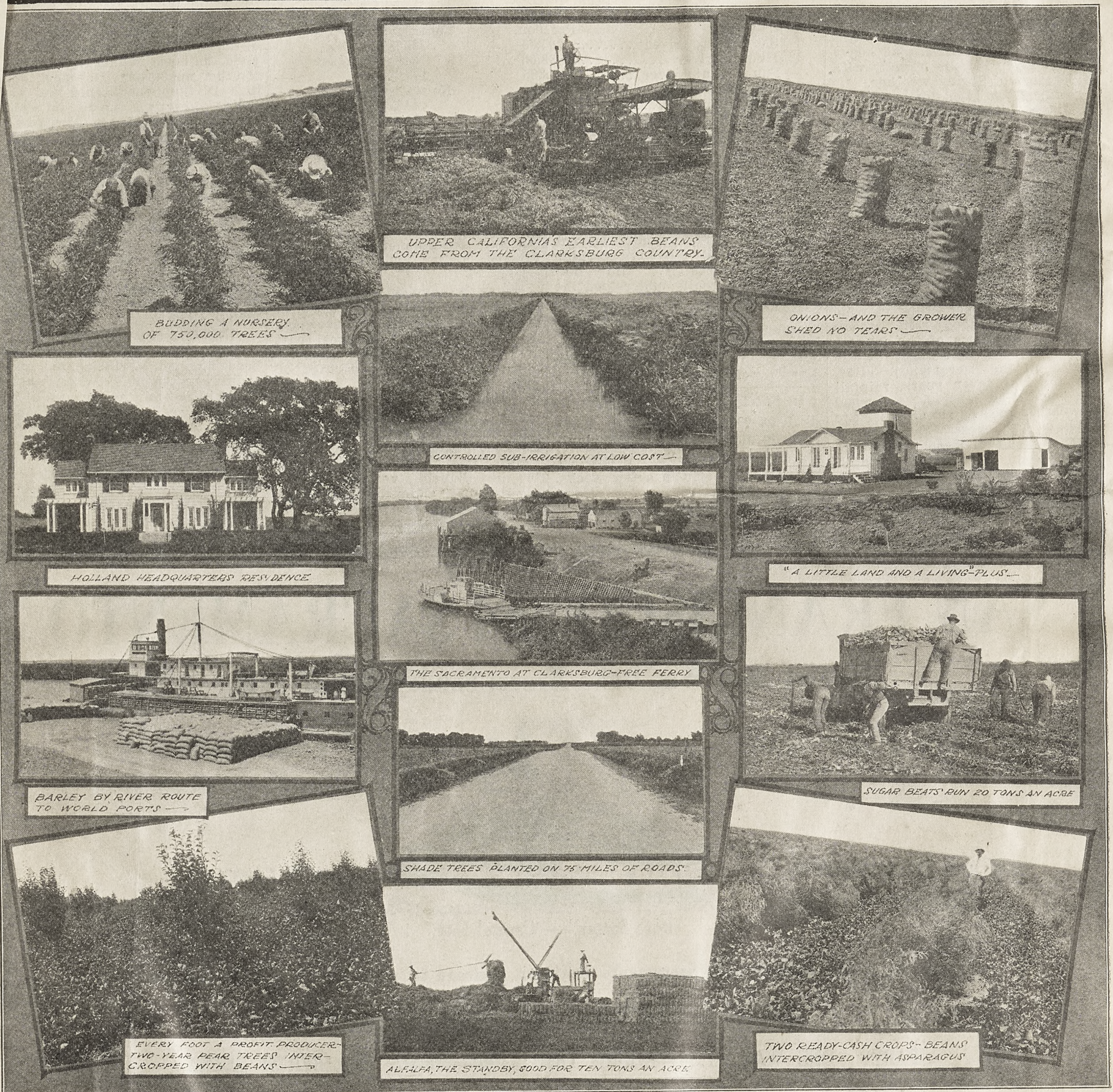
Across the southern end of the Holland holdings several miles of additional telephone line are to be built to serve recently established families, this being an extension of fifteen miles serving a circuitous route from Courtland to Dixon. The material is on the ground.

Many farmers and firms in this vicinity are erecting new structures, among them being George Pollock, F. S. King, J. W. Hollenbeck, J. H. Aldrich, L. H. Church, the Sacramento Farms Company, Green & Huntoon and Cave & Patterson.

Sacramento Valley Monthly March

Fifteen Miles Down River From California's Capital

The Crops Tell The Story


BUDDING A NURSERY OF 750,000 TREES
UPPER CALIFORNIA'S EARLIEST BEANS COME FROM THE CLARKSBURG COUNTRY.
ONIONS—AND THE GROWER SHED NO TEARS
CONTROLLED SUB-IRRIGATION AT LOW COST
HOLLAND HEADQUARTERS RESIDENCE
"A LITTLE LAND AND A LIVING"-PLUS
THE SACRAMENTO AT CLARKSBURG-FREE FERRY
BARLEY BY RIVER ROUTE TO WORLD PORTS
SHADE TREES PLANTED ON 75 MILES OF ROADS
SUGAR BEATS RUN 20 TONS AN ACRE
EVERY FOOT A PROFIT PRODUCER-TWO-YEAR PEAR TREES INTERCROPPED WITH BEANS
ALFALFA, THE STANDBY, GOOD FOR TEN TONS AN ACRE
TWO READY-CASH CROPS-BEANS INTERCROPPED WITH ASPARAGUS

Do these scenes fit into your dream picture of a California farm home? Your inquiry for the facts and figures on our easy payments purchase plan will bring a prompt, detailed reply

Balfour Bldg., 351 California Street, San Francisco, Calif.

HOLLAND LAND COMPANY

Offices also in Sacramento and Clarksburg, California

Also Calif Development April

S.F. Examiner

R: THURSDAY, MARCH 9
1922

HOLLAND LAND CO. DECLARES $1 DIVIDEND

Pesident Mendenhall Reports Book Value of Stock Is $110, and Directors Act Accordingly

Addressing the stockholders of the Holland Land Company at their annual meeting yesterday, President J. V. Mendenhall evoked the liveliest enthusiasm by announcing that the company is in a safe position to commence the payment of regular dividends.

In point of fact, the new board acted on this intimation as soon as it convened and placed the stock on a 4 per cent basis, by declaring a dividend of $1, payable April 1, on stock of record March 20.

Commenting on his annual report, Mendenhall said the book value of the stock is now $110 a share, and that dividends at 6 per cent could be readily maintained.

Items of interest in the report included the following:

The inventory of real estate is some $200,000 less in value than the company's selling price, while the outside by-pass lands have been sold at a price over $200,000 in excess of the book value shown in the company's assets.

Also, during the unfavorable conditions of 1921 the company sold 1,391,103 acres of farm land for a total sum of $409,527.50, or at the rate of $294.39 per acre. Only two purchasers have been released from their contracts, and these were obliged to discontinue payments wholly because of outside reverses. The January and February principal payment receipts were satisfactory, though a number of extensions were granted. Where necessary, delayed installments have been covered by crop assignments and mortgages. Eight lots were sold in the Clarksburg townsite subdivision for $6,350.

It is generally conceded that the worst part of the depression has passed, and that the outlook for the sale of the remainder of the company's lands is very much improved over last year.

In this connection, over 100,000 fruit trees and over 700 acres of asparagus have been planted. The alfalfa area has been increased, and the raising of celery and lettuce and other vegetable crops—in fact, the change from field farming to intensive crops is rapidly taking place. We anticipate that the orchard area will be further increased this year. In order to stimulate tree raising, the company fostered the organization and establishment of a nursery near its headquarters. The nursery company began selling trees last year, and will have 500,000 trees ready to market this year.

In a word, the management continued the policy of protecting and gradually developing equity value during the depression, and the balance sheet evidences the results of this policy. You will note in the balance sheet that $520,300 of bonds have been retired, or more than two and one-half times sinking fund requirements, that there are practically no current liabilities, and that the surplus is largely in the form of liquid assets.

The board of directors was increased to nine by the election of A. J. Ottem, who was also elected third vice president. George D. Trevise succeeded Ottem as secretary and treasurer. The other directors were re-electcd.

Profit and loss statement for calendar year 1921 follows:

Lease rentals		$33,399.89
Company farming operations:		
Receipts	$23,479.24	
Expenses	18,175.88	
		5,303.36
Profit on land sales:		
Sales—		
Cash sales	$1,261.38	
Cash received on contract sales	347,597.87	
	$348,859.25	
Cost of sales—		
Cost of cash sales.	$604.97	
Proportionate cost of contract sales.	$263,425.20	
	$264,030.17	
		84,829.08
Interest on land sales contracts		232,171.71
Interest on warrants		11,399.23
Miscellaneous income		7,701.35
		$374,804.62
Deduct:		
Administrative exp.	$39,720.02	
Operating expenses	51,943.50	
Land sales expenses.	21,810.63	
Depreciation on buildings and equipment	16,002.09	
		129,476.24
Profit before charging interest on borrowed money, spec. charges.		$245,328.38
Deduct:		
Int. 1st mtg. bonds.	$131,228.36	
Int. on notes payable	1,764.30	
Disc. 1st mtg. bonds	9,296.42	
	$142,289.08	
Loss on 1919 and 1920 bean inventories	10,997.31	
Loss on equipt. sales	417.50	
Loss on sale of U. S. Liberty bonds	8,164.36	
Bad debts	107.61	
	$161,975.86	
Less—		
Int. on investmts.	$8,687.20	
Profit on cancelled land sale contract	9,221.28	
Profit on sale of district warrant.	50.00	
	$17,958.48	
		144,017.38
Net profit for year, before providing for federal income and profits taxes, carried to balance sheet		$101,311.00

PAY DIRT

—be sure you get it when you buy

Your California Farm

That means not only rich soil; not only a good location; not only ample moisture for crop growth; not only adequate means of transportation; not only a healthful, comfortable climate; not only reasonable taxes; not only moderate price and acceptable terms—no indeed. It means, if you please, a remarkable

Combination of these assets

It means assurance that intelligent and earnest work will win, for you and your family, a living in the great outdoors on the level of American standards, *plus* a competence for the twilight years in the serenity of California's sunshine.

GOOD LAND IS HARDER TO GET in California as the years go by. The State has been gaining 100,000 people yearly. The number of its farms has increased 33.4 per cent and their size has decreased 21.8 per cent in ten years. The farseeing farmer is securing his future by getting ownership of good, well located land.

Sound Security is Yours

Sediment soil—deep, virgin, lasting
Diversity of crops
Sub-irrigation or surface low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau center
Satisfied settlers

Grow What You Care To

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden truck
Hops
Celery
Prunes
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar beets

Once in California the sensible thing is "to look around a bit," size up *on the ground* how lands offered for sale measure up to your dream picture of a farm in California. So come to the great Clarksburg farming community, fronting the Sacramento, just fifteen miles down river from the State capital, metropolis of the valley. "The crops will tell you the story." Meantime would you like facts and figures by mail? Your inquiry will be answered promptly and in detail.

Holland Land Company

Sacramento
Capital National Bank Bldg.,
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SAN FRANCISCO
Balfour Bldg.,
351 California Street

Clarksburg
The Town on the
Property

Celebrate the "Days of '49" at Sacramento, May 23 to 28

SAN FRANCISCO CHRONICLE, THURSDAY, MARCH 9, 192

WEST COAST GAINS

Local Life Insurance Co. Makes Big Record for 1922

HOLLAND LAND PAYS $4

Calif. Farm Enterprise Is Placed on Dividend Basis

WEST COAST LIFE'S 1922 BUSINESS FAR OUTSTRIPS ITS 1921 RECORD

Holland Land Stock on 4 Per Cent Basis; Victory Holders Offered New 4-Year Notes

S.F.

By E. E. ALBERTSON
Financial Editor of The Chronicle

E. E. ALBERTSON

West Coast Life Insurance company has set out to smash a few records in 1922. During the first two months of 1922 the company has written $2,000,000 more new business than it did during the first six months of 1921.

"February was the biggest month in new business written since September, 1920," said Vice President Charles W. Helser yesterday. "And it should be remembered that 1920 was considered the boom year in life insurance.

"Half the volume of business done was in California, and three-fourths of this came from northern California. Every representative of the West Coast in this state did well, and individual production is growing.

"We did five times as much business in Hawaii and three times as much in the Pacific Northwest during February as we did in the corresponding month last year. This indicates that the business depression in those sections has passed."

At the present rate of production, continued Helser, the West Coast will enjoy its greatest year in 1922.

A substantial portion of the insurance written this year has been with large organizations, many of these availing themselves of group insurance for the protection of their employes. In some instances the corporations pay the entire premium, while in others the employes share the cost.

Another feature of the 1922 business is the reduction in the number and amount of policy loans and lapses.

HOLLAND LAND PAYS $4

Directors of the Holland Land company, after their organization following the annual stockholders' meeting here yesterday, voted to place the stock on a 4 per cent a year dividend basis, payable quarterly. The first installment of $1 a share was declared, payable April 1 to stock of record on March 20.

The company's earnings statement for the year, ending December 31, 1921, submitted by President J. V. Mendenhall, showed a net profit for the year, before Federal taxes, of $101,311. The year 1922 finds the company in a strong financial position. The balance sheet, as of February 28, 1922, showed current assets of $296,384, as against accounts payable of $1656 and accrued interest on first mortgage bonds of $29,696. The surplus account as of that date was $345,127.

President Mendenhall told the stockholders that the affairs of the company during the last year were characterized by a minimum of construction activity, a continuation of a full budget of maintenance expense on roads and other improvements, a decrease in land sales and a slowing-up of collections, due to the unprecedented fall in the prices of farm products and the general financial depression.

LAND VALUES AND SALES

"The inventory of real estate is some $200,000 less in value than the company's selling price, while the outside By-Pass lands have been sold at a price over $200,000 in excess of the book value shown in the company's assets.

"Also, during the unfavorable conditions of 1921, the company sold 1391 acres of farm land for a total sum of $409,528, or at the rate of $294.39 per acre.

The company's profit and loss account for the year ending December 31, 1921, follows:

Lease rentals			$ 33,400
Company farming operations:			
Receipts		$23,479	
Expenses		18,176	5,303
Profit on land sales:			
Sales—Cash sales		1,261	
Cash received on contract sales		347,598	348,859
Cost of sales:			
Cost of cash sales	$ 605		
Proportionate cost			
equipment		10,002	129,476
of contract sales	263,425	264,030	84,829
Interest on land sales contracts			232,172
Interest on warrants			11,399
Miscellaneous income			7,701
			$374,805
Deduct:			
Administrative expenses		$39,720	
Operating expenses		51,944	
Land sales expenses		21,811	
Depreciation on buildings and equipment		16,002	129,479
Profit before charging interest on borrowed money and special charges			$245,328
Deduct:			
Interest on first mortgage bonds		$131,223	
Interest on notes payable		1,764	
Discount on first mortgage bonds		9,296	
		$142,289	
Loss on 1919 and 1920 bean inventories		10,997	
Loss on equipment sales		418	
Loss on sale of U. S. Liberty bonds		8,164	
Bad debts		108	
		$161,976	
Less:			
Interest on investments	$8.687		
Profit on canceled land sale contract	9,221		
Profit on sale of district warrant	50	17,958	144,017
Net profit for year before providing for Federal income and profits taxes, carried to balance sheet			$101,311

OTTEM WINS PROMOTION

The board of directors was increased from eight to nine, A. J. Ottem being the new member. Ottem also was made a vice president. George E. Trezise succeeded Ottem as secretary and treasurer. There were no other changes in the company's official list.

Replacing Small Bridges with Culverts at Low Cost

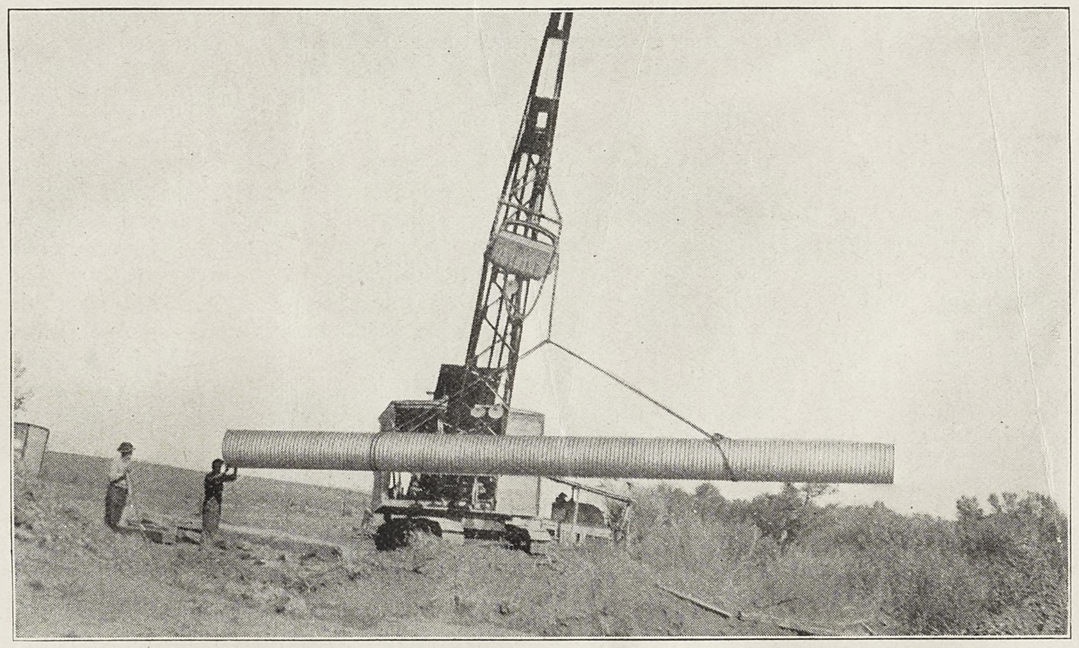
By J. R. SMITH, *Engineer* for the Holland Land Company, California

A Reclamation Project Engineer tells in the following article, why the Holland Land Company uses culverts in place of bridges on its many farm road crossings.

THE successful operation of a tract of reclaimed land, regardless of its natural resources, depends upon adequate drainage. Even the best land when allowed to become saturated with water, which often contains injurious substances, will quickly revert to its natural state or even support no vegetation but alkali weeds. And, conversely, water properly applied to land is the basis of increased production.

These facts were early recognized by the Holland Land Company when it commenced reclaiming its 25,000 acre tract of rich tule land near Sacramento, California. It was the aim of the Company to provide means for quickly removing water which had washed through the soil during the rainy season. And it was also the Company's purpose to provide water for irrigation during the summer months. The country being quite flat and of such low elevation as to allow the water to be siphoned into the canals during late spring and summer, makes a combined irrigation and drainage system comparatively simple. By digging deep canals the problem is solved "at one fell swoop."

Many canals demand many road crossings. Bridge construction requires much loose material, equipment, tools and men. The bridge planks wear out under trucks carrying large loads of sugar beets, beans, grain, etc., to Sacramento warehouses or the levee landings. Most of the farmers prefer to haul



Installing an Armco ingot iron corrugated culvert by means of a modern tractor ditching machine, on the property of the Holland Land Company, near Sacramento, Calif. The work is described by Engineer Smith in the accompanying article.

over

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18 S.F. Examiner

FINANCE

1922-3-11

BUSINESS

Facts About Holland Land Not in Report. Big Liquidating Value. Market Is Active.

By DENIS DONOHOE.

At the annual meeting of the Holland Land Company, President J. V. Mendenhall, in reply to questions by stockholders, shed a flood of light on many matters untouched in his report.

Since the stock of the Holland Land Company has been placed on an annual dividend basis of 4 per cent, and hence no longer must be considered as a speculative issue, but rather as an investment security, several of the matters revealed by Mendenhall in his extemporaneous remarks deserve a wider currency.

It will be news propably to a large number of the holders of the Holland Land securities that this company is holding and working approximately 4,000 acres of the bypass lands on its own account.

This extensive tract of rich land has an estimated value today of $200,000 net to the company, on a sales basis in excess of its value in the books.

This holding includes 1,200 acres of the best land in the center of the district, which was taken back by the management of the Holland Land Company from the Alameda Farms Company when the latter corporation defaulted in the payment of the purchase price.

As indicating the fact that President Mendenhall is a shrewd trader, it should be mentioned here that he was not content with merely recovering the land which the Alameda Farms Company was not in a position to pay for, but collected from that concern for the Holland Land company as additional compensation for the default $6,000 in cash and $14,000 par value of Alameda Farms bonds. The last are known as an excellent land bond and one greatly in demand by banks and private investors.

President Mendenhall also discussed at the meeting the future of this very successful reorganized company over which he presides, and he said that he expected to be able to complete the liquidation of the company's properties within five or six years.

As payments under the land contracts were received the land buyers could transfer their loans into straight bank mortgages, and this would enable the Holland Land Company to liquidate within the period stated.

Regarding the appraisement of land values, Mendenhall explained that these represented the actual cost as of March 1, 1913, when the Holland Land Company took over the properties of the Netherlands Farms plus actual expenditures upon the lands to date.

The significance of this announcement lies in the fact that the actual market value of these lands today greatly exceeds the book value. Figuring at present sales prices, about $250,000 must be added to the valuation at which the lands are being carried on the books of the company.

The writer cannot refrain from remarking that the stockholders of this company owe a debt of gratitude to J. V. Mendenhall for the masterly way in which he has built up a wrecked enterprise into a sound dividend-paying land company, and has accomplished this along lines of strict conservatism, by no more potent magic than hard work and the exercise of sound, native common sense. In the early stages of the re-launching of this stranded hulk, the writer noticed from personal observation that Mendenhall worked both night and day, and in fact was never off the job.

Some meed of praise, too, is due to A. J. Ottem, who proved himself throughout an able coadjutor.

* * *

4.

PAY DIRT

—be sure you get it when you buy

Your California Farm

That means not only rich soil; not only a good location; not only ample moisture for crop growth; not only adequate means of transportation; not only a healthful, comfortable climate; not only reasonable taxes; not only moderate price and acceptable terms—no indeed. It means, if you please, a remarkable

Combination of these assets

It means assurance that intelligent and earnest work will win, for you and your family, a living in the great outdoors on the level of American standards, *plus* a competence for the twilight years in the serenity of California's sunshine.

GOOD LAND IS HARDER TO GET in California as the years go by. The State has been gaining 100,000 people yearly. The number of its farms has increased 33.4 per cent and their size has decreased 21.8 per cent in ten years. The farseeing farmer is securing his future by getting ownership of good, well located land.

Sound Security is Yours

Sediment soil—deep, virgin, lasting
Diversity of crops
Sub-irrigation or surface low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau center
Satisfied settlers

Grow What You Care To

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden truck
Hops
Celery
Prunes
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar beets

Once in California the sensible thing is "to look around a bit," size up *on the ground* how lands offered for sale measure up to your dream picture of a farm in California. So come to the great Clarksburg farming community, fronting the Sacramento, just fifteen miles down river from the State capital, metropolis of the valley. "The crops will tell you the story." Meantime would you like facts and figures by mail? Your inquiry will be answered promptly and in detail.

Holland Land Company

Sacramento
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
Balfour Bldg.,
351 California Street

Clarksburg
The Town on the
Property

Celebrate the "Days of '49" at Sacramento, May 23 to 28

5.

WEST COAST GAINS

Local Life Insurance Co. Makes Big Record for 1922

HOLLAND LAND PAYS $4

Calif. Farm Enterprise Is Placed on Dividend Basis

WEST COAST LIFE'S 1922 BUSINESS FAR OUTSTRIPS ITS 1921 RECORD

Holland Land Stock on 4 Per Cent Basis; Victory Holders Offered New 4-Year Notes

S.F.

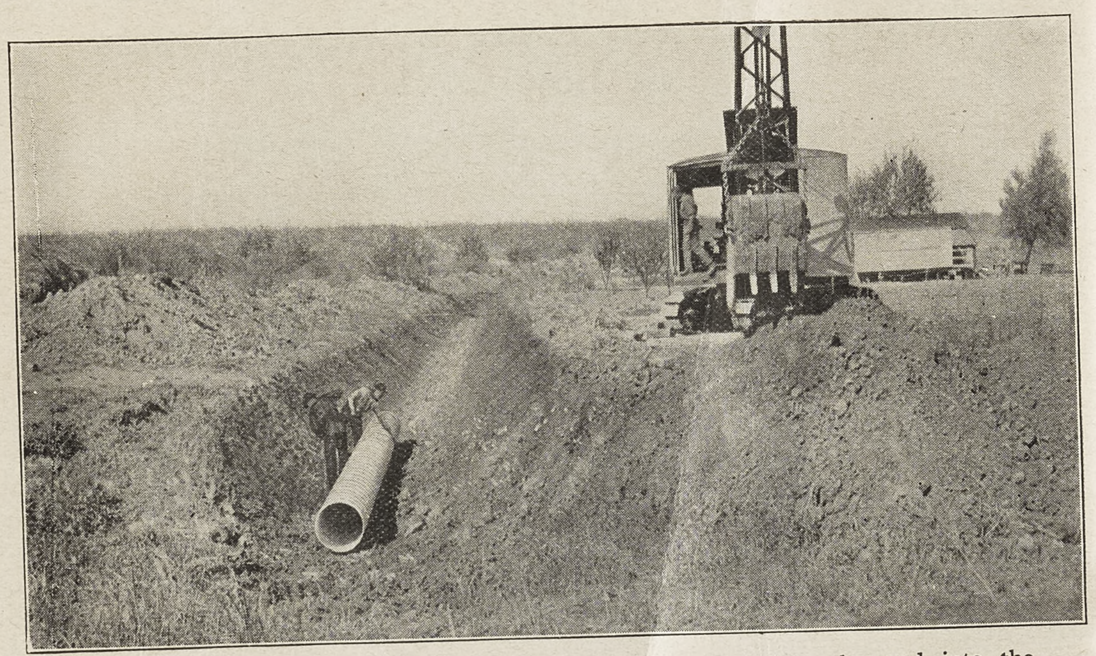
By E. E. ALBERTSON
Financial Editor of The Chronicle

West Coast Life Insurance company has set out to smash a few records in 1922. During the first two months of 1922 the company has written $2,-

Interest on first mortgage bonds			$131,223
Interest on notes payable			1,764
Discount on first mortgage bonds			9,296
			$142,289
Loss on 1919 and 1920 bean inventories			10,997
Loss on equipment sales			418
Loss on sale of U. S. Liberty bonds			8,164
Bad debts			108
			$161,976
Less:			
Interest on investments	$8.687		
Profit on canceled land sale contract	9,221		
Profit on sale of district warrant	50	17,958	144,017
Net profit for year before providing for Federal income and profits taxes, carried to balance sheet			$101,811

OTTEM WINS PROMOTION

The board of directors was increased from eight to nine, A. J. Ottem being the new member. Ottem also was made a vice president. George E. Trezise succeeded Ottem as secretary and treasurer. There were no other changes in the company's official list.



A view taken after a section of Armco culvert pipe had been lowered into the ditch by the modern, tractor-type ditching machine. The culverts are always placed to the final grade of the ditch.

directly to Sacramento over a straight, level road, as the load is handled but once and marine insurance saved. This year the Company was kept busy repairing bridge decks as trucking showed a great increase over former years.

EASY AND INEXPENSIVE!

Where the canals are not too wide Armco iron cuverts are now being installed, instead of bridges. The culvert is hauled out to the crossing by truck, coupled up, put in place and partly back-filled within a very short time. Teams and scrapers do the rest. Culverts are always placed to the final grade of the ditch. If the ditch is to be cleaned later, it is cleaned to the culvert. The culvert can be cleaned by hand very easily. Should the Company's ditcher be working near, placing and back-filling a culvert is but an hour's work. The illustrations show how it is done with the modern, tractor-type of ditching machines. A culvert under 24 inches in diameter (not requiring riveted joints) can be placed and back-filled for three dollars by this method. That is, the labor for a culvert, equivalent to a bridge 20 feet long and 16 feet wide, is furnished for three dollars!

The Holland Land Company is reported to have one of the cheapest and yet most efficient reclamations in the State of California. Short cuts such as are here illustrated help to make and sustain such a reputation.

The tract lies within the boundaries of Reclamation District No. 999, and is close to the southerly suburbs of the City of Sacramento, being connected with that city by a concrete highway. The Holland Land Company started the work in 1916, and it has been prosecuted vigorously ever since. The entire tract was under cultivation in 1917, and record crops in succeeding seasons have rewarded the farmers for their labors.

As a result of the efforts of the President, J. V. Mendenhall, and General Manager Gus Olson, assisted by an efficient organization, the Company has been able to market this land at prices which immediately attracted farmers, so that today, instead of a tule swamp, there exists here one of the garden spots of California.

4

FINANCE

1922-3-11

BUSINESS

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* * *

Daily Commercial News
S.F. 1922-3-9

FINANCIAL N

HOLLAND LAND COMPANY ISSUES REPORT

The directors of the Holland Land Company have declared a dividend at the rate of 4 per cent per annum, the first dividend of 1 per cent being payable April 1 to stockholders of record March 20.

Arthur J. Ottem, secretary-treasurer, was elected a member of the board of directors and also second vice president, George E. Trevise succeeding him as secretary-treasurer.

The directors now are: John Daniel, E. S. Dulin, Lawrence Harris, J. V. Mendenhall, A. C. Parsons, W. A. Richardson, Wm. Timson, John H. Wheeler and Arthur J. Ottem.

Officers: J. V. Mendenhall, president; Wm. Timson, first vice president; Arthur J. Ottem, second vice president; Geo. E. Trevise, secretary-treasurer; ~~Mrs. A. P. Tracy, assistant secretary~~; Gus Olson, general manager.

From the report submitted to the stockholders of the Holland Land Company at the annual meeting yesterday by President J. V. Mendenhall, we take the following:

The affairs of the company during the past year have been characterized by a minimum of construction activity, a continuation of a full budget of maintenance expense on roads, ditches and other improvements, a decrease in land sales and a slowing up of collections, due largely to the unprecedented fall in the price of farm products and the general financial depression. The grain yield was also cut down at least 25 per cent by the heavy hot winds during July, although bean and other crop yields were highly satisfactory.

The policy of conserving and reinvesting earnings in preference to that of runing on a minimum operating basis in order to show large net profits and pay dividends has brought the company through a serious depression, affecting farm land companies more adversely than other types of industry, with a balance sheet and a profit and loss statement which show an essentially sound condition.

The inventory of real estate is some $200,000 less in value than the company's selling price, while the outside By-Pass lands have been sold at a price over $200,000 in excess of the book value shown in the company's assets.

Also, during the unfavorable conditions of 1921, the company sold 1391.103 acres of farm land for a total sum of $409,527.50, or at the rate of $294.39 per acre. Only two purchasers have been released from their contracts, and these were obliged to discontinue payments wholly because of outside reverses. The January and February principal payment receipts were satisfactory, though a number of extensions were granted. Where necessary, delayed installments have been covered by crop assignments and mortgages. Eight lots were sold in the Clarksburg townsite subdivision for $6350.

It is generally conceded that the worst part of the depression has passed, and that the outlook for the sale of the remainder of the company's lands is very much improved over last year.

As mentioned in the last annual report, a considerable acreage was sold subject to lease. All leases have now expired, and many new purchasers have entered the district for direct farming and are erecting improvements, planting orchards, constructing ditches for surface irrigation, and in all bringing the tract to a more advanced stage of development.

In this connection, over 100,000 fruit trees and over 700 acres of asparagus have been planted. The alfalfa area has been increased, and the raising of celery and lettuce and other vegetable crops, in fact, the change from field farming to intensive crops is rapidly taking place. We anticipate that the orchard area will be further increased this year. In order to stimulate tree raising, the company fostered the organization and establishment of a nursery near its headquarters. The nursery company began selling trees last year, and will have 500,000 trees ready to market this year.

The net profit from company farming operations, shown in the profit and loss statement, is low because of the amount expended for the special preparation of the land, and because new alfalfa had not yet reached maximum production.

continued next column

SCHOOL IS PLANNED

CLARKSBURG, March 24.—Upon the formation of the new improvement club here, organized by about 70 residents, a campaign has immediately been launched for a $50,000 school bond issue to finance the construction of a modern school building. A community hall is projected. A road building campaign will soon be begun. SF Chronicle

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PROFIT AND LOSS ACCOUNT
Year Ending December 31, 1921

Lease rentals			$33,399.89
Company farming operations:			
Receipts		$23,479.24	
Expenses		18,175.88	
			5,303.36
Profit on land sales:			
Cash sales		$ 1,261.38	
Cash received on contract sales:		347,597.87	
		$348,859.25	
Cost of sales:			
Cost of cash sales	$ 604.97		
Proportionate cost of contract sales	263,425.20		
		264,030.17	
			84,829.08
Interest on land sales contracts			232,171.71
Interest on warrants			11,399.23
Miscellaneous income			7,701.35
			$374,804.62
Deduct:			
Administrative expenses		$39,720.02	
Operating expenses		51,943.50	
Land sales expenses		21,810.63	
Depreciation on buildings and Equipment		16,002.09	
			129,476.24
Profit before charging interest on borrowed money and special charges			$245,328.38
Deduct:			
Interest on first mortgage bonds		$131,228.36	
Interest on notes payable		1,764.30	
Discount on first mortgage bonds		9,296.42	
		$142,289.08	
Loss on 1919 and 1920 bean inventories		10,997.31	
Loss on equipment sales		417.50	
Loss on sale of U. S. Liberty Bonds		8,164.36	
Bad debts		107.61	
		$161,975.86	
Less:			
Interest on investments	$8,687.20		
Profit on canceled land sale contract	9,221.28		
Profit on sale of district warrant	50.00		
		17,958.48	
			144,017.38
Net profit for year, before providing for Federal Income and profits taxes, carried to balance sheet			$101,311.00

Balance sheet shows:

ASSETS

Land and improvements	$1,001,610.20
Building improvements	45,099.44
General equipment	24,289.00
Property suspense account	1,127,365.65
Land sale contracts	3,355,146.04
Inventories of beans etc.	8,548.14
Reclamation District No. 999 warrants in excess of liability	135,526.57
United States 4½% certificates and corporate bonds	88,800.00
Accounts receivable	12,081.98
Accrued interest receivable	5,370.22
Cash in banks and on hand	46,056.84
Contingent fund (Invested in Liberty, Muni. and Corp. bonds)	192,406.25
Holland By-Pass Company capital stock	131,131.13
Insurance fund	500.00
Cash	17.00
Unamortized bond discount and expense	83,477.27
	$6,257,425.73

LIABILITIES

Capital stock		$3,000,000.00
First mortgage 6% fifteen year gold bonds:		
Authorized and issued	$2,500,000.00	
Less: Purchased for redemption and canceled	520,300.00	
		1,979,700.00
Accounts payable		1,656.27
Accrued interest on first mortgage bonds		29,695.50
Land sale deposit		50.00
Holland By-Pass Company current account		8,000.00
Interest collected in advance on land sale contracts		8,525.89
Deferred profit on land sales		884,670.68
Surplus:		
At December 21, 1921	$273,198.96	
Profit for January and February, 1922	71,928.43	
		345,127.39
		$6,257,425.73

HOLLAND LAND BONDS

The Holland Land company has advised Hunter, Dulin & Co., who underwrote their issue of $2,500,000 6 per cent bonds dated December 1, 1919, that up to February 28, 1922, $520,000 of these bonds had been redeemed and retired through the sinking fund. The Holland Land company has just passed through a very successful year in spite of the conditions which prevailed in all agricultural markets and in farming communities. 1922-3-11

Land sale contracts at the present time pledged with the trustees as further security for the bond issue total $3,891,557.65. S.F. Chronicle

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The mail of Woodland

County Officials Visit Clarksburg

The Board of Supervisors and the County Surveyor left this morning for Clarksburg.

The roads in that portion of the county are very poor. There has been some talk of bringing in crushed rock to put them in shape, and the county officials are there to look things over.

3/14/22.

FOUR

CLARKSBURG PLANS CLUB

1922 3-19 Mail Woodland

Plans for the organization of an improvement club were discussed at a meeting of the property owners at Clarksburg Tuesday evening, March 14. About 70 persons were present and voted unanimously for the organization of such a body. The committee on organization will report at the next meeting, March 21.

The coming school bond election was the main subject of discussion. All speakers favored a modern school building, to cost in the neighborhood of $50,000. It was decided to start work on the building as soon as possible. It is hoped there will be no delay in selling the bonds and calling for bids.

Plans for the formation of a tennis club were discussed and placed in the hands of a committee. The grounds were secured early Wednesday morning. The courts will be laid out this week and Sunday morning will see the devotees busy preparing the courts.

A permanent organization of the improvement club will be effected at the next meeting. A community hall is another objective of the club. A road building campaign will be one of the subjects of the next meeting. The club will initiate and foster improvements for the social and civic improvement of the Clarksburg district.

Clarksburg Club to Boost Campaign for $50,000 School Bonds

Page 1

Woodland Mail 1922-3-24

CLARKSBURG, March 23.—Upon the formation of the new improvement club here, organized through the unanimous action of some 70 residents in attendance, a campaign was immediately launched for a $50,000 school bond issue to finance the construction of a modern building. A community hall is another project being furthered by the club, and a road building campaign will soon be undertaken. A committee was appointed to organize a tennis club.

With spring a reality orchard plantings hereabout are being resolutely carried forward, notably in pears, figs and plums. The Clarksburg Nursery Company, organized a year ago by neighboring farmers, is bench-grafting pear and quince seedlings and has started field grafting. Dibbling in pear grafts and seedlings is also going forward.

A rapid survey of field crop activities indicates a state of alertness of the farmers of the district to insure maximum returns from their acreage this year. Sugar beets, alfalfa, asparagus, potatoes, onions, carrots—extensive plantings of various crops—are being put in throughout this entire farming community. C. C. Morse & Co., A. J. Ottem, Timson & Olson and J. W. Hollenbeck are among the farmers who are undertaking the new development.

BIG PLANTINGS AT CLARKSBURG

S.F. Call Post

3/25/22

CLARKSBURG, March 25.—Unusual activities in this section indicate big plantings of pear, plum and fig trees. The Clarksburg Nursery Company is bench grafting pear and quince seedlings and has begun field grafting.

Discing and plowing bean land and the planting of sugar beets have been progressing. New plantings of alfalfa, asparagus roots and potatoes are in evidence. Setting out of pear trees by C. C. Morse & Co., planting of Kadota fig trees by A. J. Ottem, planting of Garvanza beans by Olson & Timson and setting out fig and pear trees by J. W. Hollenbeck indicates an energetic pressing forward of development plans by the farmers of the district.

Reflecting the substantial headway in land development, this Sacramento River community has launched a $50,000 school bond issue, taken unanimous action at a meeting of some seventy residents to organize an improvement club, appointed a committee to form a tennis club and tentatively set about to erect a community hall. A road building campaign has been announced as an early project to be undertaken by the new club.

WOODLAND DAILY
DEMOCRAT
MARCH 14, 1922.

HOLLAND LAND C
Balfour Bl
San Francisco

Demo

CH 14, 1922

Clarksburg Heavyweights Want Battle

Clarksburg Farm Center has a number of heavyweights, who plan to revive an old sport, that of tug-of-warring. The aggregate weight of the seven members of the team is 1788 pounds and the average weight 255 pounds. The average height of the band of rope artists is six feet one inch. The heaviest weighs 310 pounds and the lightest an even 200. They plan to challenge any aggregation of the kind in the valley for a match at the Yolo farm bureau picnic at Nelson's Grove May 20 and at which Governor Stephens is to be the principal peaker. Here is the prsonnel of the team and the weight of each man:

S. Garter, 278 pounds; G. Olsen, 265; Floyd King, 310, and he is feet two inches in height; Stene H ringer, 225; C. A. Powers, 280; Jack Atkins, 200, and Rex Colby 230.

May 13, 1922 S.F. Call

ALL INT

Prize Asparagus Is Gift of Delegation

CLARKSBURG (Yolo Co.), May 12.—Asparagus with nine inches of edible succulence was presented, individually as well as collectively, to those attending the get together meeting at Winters of the Yolo County Board of Trade and the members of the Board of Supervisors by a delegation from this point. Accompanying the representatives of the Holland Land Company's subdivision, on which the mammoth "grass" was grown, were representatives of the Lisbon district and Merritt Island, all of them commissioned to express the thanks and appreciation of the farmers of the down river section of the county for the action taken in calling for bids for graveling roads in the district.

Sacramento Bee 5/24+27 Union 5/25+28

IFORNIA NEWS Wednesday, May 24, 1922 9

Pay Dirt

Free Trip to the 'Diggings'--Come

Centuries before the stirring days of '49 Nature began putting into the land now bordering that wealth-laden stream, the Sacramento River, the richness that is paying present owners big interest year by year.

A REAL "MOTHER LODE" GRUBSTAKE

Not with pick and shovel, not with pan or sluice box is the great wealth of the California of today being won by incoming hosts and by grandsons of the rugged pioneers.

They have turned to the less spectacular — but decidedly steadier — source of income secured through the plow and the hoe. Wisely chosen, these "claims" pan out.

What Do You Think of "Clean-ups" Like These?

Asparagus, SECOND year crop, $125 to $160 an acre

Beans, $100 to $150 an acre

Alfalfa, $100 to $150 an acre—Sugar Beets, $150 to $200 an acre.

These are just a few of the crops that "pan out" big in the great Clarksburg farming community, fifteen miles down river from Sacramento.

Before you return home, better study the "formation" of these sedimentary lands. The "vein" follows a paved highway to our "pay dirt."

We shall be glad to take you there in something a bit faster than a camp wagon. No obligation whatever. We, too, want to welcome Sacramento's '49 visitors.

To the prospector who would stake out his claim in proved "pay dirt," we say just this:

72 per cent of the land sold has been bought by former tenants or neighboring farmers—in number they represent 64 per cent of the buyers—those best able to judge the worth of these lands.

Don't postpone the opportunity to see this representative valley river farm land.

Sound Security

- Sediment soil—deep, virgin, lasting
- Diversity of crops
- Sub-irrigation or surface low-head pumping
- Graded tree-lined roads aplenty
- Water transportation
- Paved road to city
- 30 minutes to capital
- Resident supervision
- Sensible restrictions
- High farming standards
- Moderate prices
- Six per cent interest
- Easy payments
- Insured land titles
- Community spirit
- Farm Bureau Center
- Satisfied settlers

Choice of Crops

- Pears
- Potatoes
- Peaches
- Alfalfa
- Asparagus
- Cherries
- Seed to sell
- Grapes
- Garden truck
- Hops
- Prunes
- Celery
- Onions
- Grain
- Peas
- Plums
- Beans
- Spinach
- Corn
- Sugar beets

Holland Land Company

SACRAMENTO
Capital National Bank Bldg.
Seventh and J Streets
Phone Main 183

CLARKSBURG
The Town on the
Property
Phone Courtland 212

VISIT OUR BOOTH AT YOLO COUNTY'S EXHIBIT IN THE '49 CAMP

— 500 reprints —

BYRON, CONTRA COSTA

CLARKSBURG IS ALIVE

Byron — Times

Doings in the Holland Land Section---Walnut Trees.

1922 - 3-31

CLARKSBURG territory, in Yolo County, in the heart of the Holland Land Company's section, is in the public mind quite frequently these days, owing to agricultural and other developments.

Scarcely waiting for spring to become a reality, farmers thereabouts have been energetically pursuing their land development programs.

Olson & Timson, for example, are planting garavanza beans; A. J. Ottem is setting out kadota fig trees; C. C. Morse & Company are planting pear trees; J. W. Hollenbeck is putting out both pear and fig trees.

Discing and plowing of bean land, planting of sugar beets, new plantings of alfalfa, asparagus roots, potatoes, onions and carrots—over the extensive tributary territory these are busy days.

The Holland Land Company, which subdivided these lands, is continuing the planting of walnut trees along the roads traversing the 20,000 acre holdings.

Bench grafting of pear and quince seedlings, as well as field grafting, is being pursued by the Clarksburg

Clarksburg Is Alive

(Continued from Page 1)

Nursery Company, organized last year by neighboring farmers to provide their own nursery stocks. Dibbling in pear grafts and seedlings is also going forward.

The recently organized improvement club has launched an energetic campaign for a $50,000 school bond issue, looking to the erection of a thoroughly modern, adequate building. It is also furthering a community hall project, has a road building campaign under consideration, and has organized a tennis club.

Unanimous action by some seventy residents in attendance at the opening meeting indicated that the community sensed the development immediately insured with the steady progress of the lands centering at this Sacramento River Delta point.

SPRING PROGRESS IN HOLLAND DIST.

Oakland Tribune 1922 3-26

CLARKSBURG, March 25.—Spring farming activities are setting in apace hereabout, notably in the planting of pear, plum and fig trees. The Clarksburg Nursery Company is bench grafting pear and quince seedlings and has started field grafting. Dibbling in pear grafts and seedlings is also going forward.

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EARLY CROPS ON HOLLAND LAND

1922 5-14 Page 1 - Des. Sec

Oakland Tribune

CLARKSBURG (Yolo County), May 13.—When members of the Yolo County Board of Trade, with the officials of the board of supervisors as special guests, foregathered the other day for their monthly meeting, a delegation from this down-river point won the lion's share of attention by presenting to those assembled samples of asparagus grown by Jesse Cave and J. H. Patterson on the Holland Land Company tract. The edible portion of the "grass" measured fully nine inches, with diameter in proportion, and the folks from the older section of the county declared they had never seen anything like it.

The novel presentation was prompted by the desire of those interested in this section of the county, the "Panhandle," to express their thanks by the action taken by the board in calling for bids for the graveling of roads.

The establishment of the free county ferry across the Sacramento River at this point has greatly stimulated travel through the district anr has emphasized the need for more and better roads.

Farm Homes to Get Power Facilities

1922 3-4 S. F. Examiner

CLARKSBURG, March 3.—Electric power for pumping, irrigation, and domestic uses generally will soon be available for an additional 10,000 acres of the farming community centering here.

The Great Western Power Company has just authorized an appropriation of $50,000 for the construction of more than fifteen miles of power line through part of the properties of the Holland Land Company.

About fifty farmers who have settled in the subdivision will be served.

There is much enthusiasm manifested here at this latest recognition of the substantial development of this Sacramento River section.

Another confirmation of the steady peopling of this district is the immediate construction of fifteen miles of telephone line, material for which is already on the ground.

Oakland T

United Press
International News Service

Developmen

Feb 19 Feb OAKLAND, CALIFORNIA, SUNDAY, F

Developing the River Bottoms

Views in the great bottom land district of the Sacramento river valley, which is being wonderfully developed. These views were taken on the property of the Holland Land Company, and show the type of new homes being built on that property and the crops that are produced.

Developing Freight Service Along the Sacramento Short Line.

The development of the lands of the Sacramento delta and the Sacramento river bottoms has been so great in the past few years as to compel recognition by other parts of the state. The original efforts of years ago to reclaim the river bottom lands and the delta region resulted in much loss, but the energy of man was not to be balked by any refractory river and the later years have been marked by most successful reclamation projects. The projects of the Sacramento river valley have been greater in number and have involved more expenditure of money than those of the San Joaquin river valley, and the results have been more interesting. They have extended from the so-called "island county," or delta region, as far up as the great Sutter Basin project above Sacramento City.

Probably the most advertised and best known of the projects has been that of the Holland Land Company, just below Clarksburg, on the west side of the Sacramento river. Like many other projects, the Holland Land Company had many troubles at first, until it passed under the control of J. V. Mendenhall, at one time city clerk of Berkeley. Mendenhall showed great executive ability in the management of this property, put the company on its feet, and sold off a large part of the holdings to settlers who actually went on the property and began cultivation.

The proof of what Mendenhall did with this property is shown by the economic development that is going on as a result of this increase of settlers and increase of agricultural products. The Holland tract is tributary to river transportation at several points, the main one, however, being at Clarksburg. Here the best of river transportation can be had, but this supplies only the markets of San Francisco and the bay cities.

The nearest railroad station to the tract is Lisbon, on the Sacramento Short Line, and there is growing a steady line of freight business at this point. Lisbon station is only five miles from the Holland tract and the growth of railroad freight has been such as to compel the railroad to put in new trackage and freight depot facilities at this point. There is already a large amount of milk going from this station over the tracks of the Short Line to Sacramento.

The Sacramento Short Line is in most favorable position for handling produce from these reclaimed river tracts because it runs, at some points, right along the river itself, and never at any very great distance therefrom. Of course the river boats will always take the produce that is intended for the San Francisco bay markets, but the time is approaching when these river bottom farmers will do as have the Alameda county producers—undertake connection by railroad f freight with Eastern markets.

Gt. Western to Build Lines on Holland Tract

Sac Union 3-1-22

Definite plans have been set in motion by the Great Western Power company to construct 15 miles of additional power lines in the Holland Land company's tract at Clarksburg.

Signatures have been obtained whereby a total of 1000 h. p. will be used for water pumping purposes in this territory.

This embraces land on the front levee of Elkhorn and Sutter sloughs, which at the present time is being set out with fruit trees.

Power has been an urgent need in this section of the delta for some time. This unit is the first, and no doubt will lead to additional development as the tract grows.

A number of new houses have been erected and others are in the course of construction. Many of the owners have taken possession of those already completed.

The tract is easily reached from Sacramento and also via the Merritt Island ferry.

California Development
apr 1922

SPRING PLANTING IN HOLLAND DIST.

Cal. Development Apr

CLARKSBURG, Mar. 25.—Spring farming activities are setting in apace hereabout, notably in the planting of pear, plum and fig trees. The Clarksburg Nursery Company is bench grafting pear and quince seedlings and has started field grafting. Dibbling in pear grafts and seedlings is also going forward.

Discing and plowing bean land and the planting of sugar beets have been progressing. New plantings of alfalfa, asparagus roots and potatoes are in evidence. Setting out of pear trees by C. C. Morse & Co., planting of kadota fig trees by A. J. Ottem, planting of Garvanza beans by Olson & Timson, setting out of fig and pear trees by J. W. Hollenbeck—a rapid survey of the extensive farming community centering here indicates an energetic pressing forward of development plans by the farmers of the district.

Reflecting the substantial headway in land development this Sacramento river community has now launched a $50,000 school bond issue, taken unanimous action at a meeting of some seventy residents to organize an improvement club, appointed a committee to form a tennis club and tentatively se about to erect a community hall. road building campaign has b announced as an early proje be undertaken by the new clu

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POWER CARRIED TO HOLLAND LAND CO.

Oakland Tribune 1922 3-5

CLARKSBURG, March 4.—Fifty thousand dollars has been appropriated by the Great Western Power company for extending the distribution of electric power in the agricultural community centering at this Sacramento river point. More than fifteen miles of additional power line will be built, thus bringing electricity for pumping, for irrigation and for domestic uses to fully 10,000 acres of land in the subdivision of the Holland Land company. Some fifty farmers will be served.

The announcement of this substantial expenditure by the power interests is being haled with enthusiasm here, for it is not only evidence of their recognition of the potential business that has been developed in the peopling of the 50,000-acre tributary territory, but it also indicates that the corporation's survey of still greater demands for power in the immediate future has justified a large appropriation in times of curtailed investment for expansion projects.

Across the southern end of the Holland holdings several additional miles of telephone line are to be built to serve recently established families. This is part of an extension of fifteen miles of line from Courtland to Dixon by a circuitous route. The material is on the ground.

Notwithstanding winter weather, many farmers hereabouts have been erecting new houses, barns and outbuildings, among them George G. Pollock, F. S. King, J. W. Hollenbeck, J. H. Aldrich, L. H. Church, the Sacramento Farms company, Green & Huntoon and Cave & Patterson.

CLARKSBURG PLANS CLUB

Mail of ~~Woodland~~
3/18/22

Plans for the organization of an improvement club were discussed at a meeting of the property owners at Clarksburg Tuesday evening, March 14. About 70 persons were present and voted unanimously for the organization of such a body. The committee on organization will report at the next meeting, March 21.

The coming school bond election was the main subject of discussion. All speakers favored a modern school building, to cost in the neighborhood of $50,000. It was decided to start work on the building as soon as possible. It is hoped there will be no delay in selling the bonds and calling for bids.

Plans for the formation of a tennis club were discussed and placed in the hands of a committee. The grounds were secured early Wednesday morning. The courts will be laid out this week and Sunday morning will see the devotees busy preparing the courts.

A permanent organization of the improvement club will be effected at the next meeting. A community hall is another objective of the club. A road building campaign will be one of the subjects of the next meeting. The club will initiate and foster improvements for the social and civic improvement of the Clarksburg district.

CALIFORNIA GRAIN ELEVATOR

THE OLD AND THE NEW SYSTEMS FOR HANDLING GRAIN IN CALIFORNIA—NEW ELEVATOR AT OAKLAND LEASED BY THE FARM BUREAU.

BY CHAS. W. GEIGER.

WITH California leading the world in barley production, it will be interesting to know something of the methods of handling this and other grain crops of the Golden State.

Since 1911 it is conservatively estimated that there have been about 3,250,000 tons of California barley exported. Almost all California barley for the past few years or since the war began and up to August, 1920, when the railroads advanced their rates, was exported to Europe *via* New Orleans and Galveston. Since the advance of railroad rates shipments have been made by steamers, motorships and sailing vessels. The barley is loaded into the vessels at Port Costa (at the head of the bay and east of San Francisco a few miles) where are located the extensive grain warehouses of Balfour-Guthrie Company, the California Dock and Warehouse Company, G. W. McNear, Inc., Strauss & Co., and others.

Since the crop was harvested there has been a steady outward movement, although the domestic trade has been quiet. From June 30 the receipts of barley and wheat at San Francisco were, respectively, up to Feb. 1, 338,19 and 18,596 tons; of oats, 10,957 tons. Figures at Port Costa and Stockton are not available, though at Feb. 1 stocks in warehouses were 29,979 tons at Port Costa and 5,826 at Stockton vs. 4,00 in the city of San Francisco. At Sept. 1 these stocks were, respectively, 62,20, 10,281 and 15,219 tons, the maximum for the season, except that at Port Costa on Aug. 1 the figures were 6,782 tons.

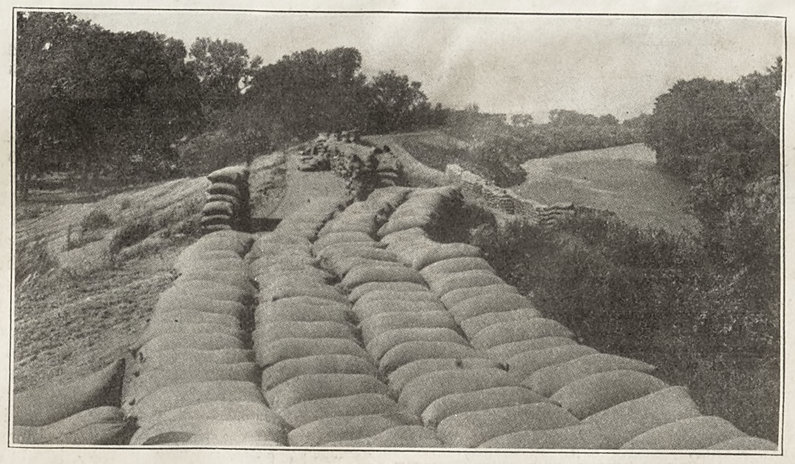
EXPORT HANDLING FACILITIES.

The grain of California has been and still is largely handled in bags, and the assembling warehouses for the export trade at Porta Costa have been built and equipped for handling grain only in bags. As will be seen below, a change in this respect has recently taken place which may have much trade significance.

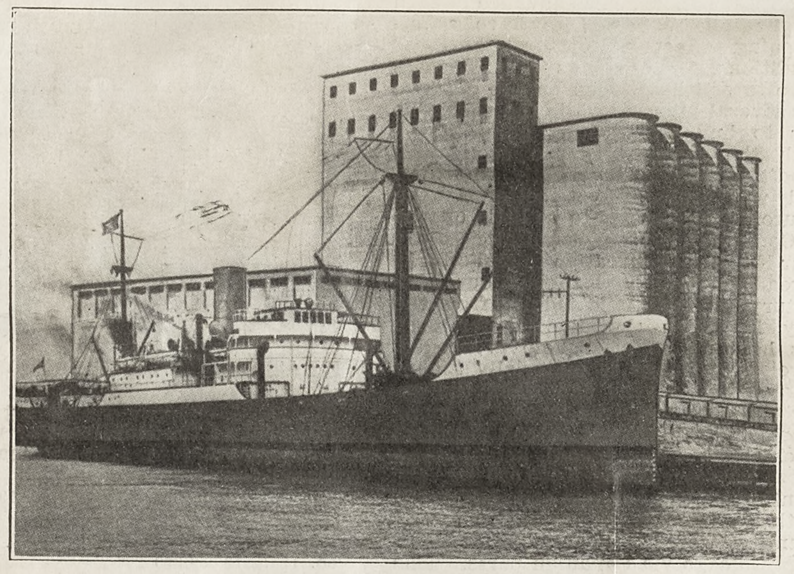
The most important agricultural event of the past year (according to the California Development Board) was the formation of the Federation of Farm Bureaus, which as a trade or commercial organization has taken over the new grain elevators of the Western Milling Company at Oakland, and which plans to erect several other elevators this year in the San Joaquin and Sacramento Valleys. Standardization and grading of the grain, securing markets and establishing prices, conferences with public utilities and the state Railroad Commission on power, freight rates and transportation are among the activities of the federated bureaus which enter into their plans.

River transportation facilities were taxed more and more as the season advanced to carry away the tonnage of grain from the delta farms that was hauled to the levee landings. The fortunate grain raisers on the river and slough bottoms not only have water lines of transportation always at their service, with low freight charges, but every farm has a river landing, so that the planter can easily convey his grain to the steamers, motor boats and barges which carry it away to the warehouses on San Francisco Bay. The grain raised on the inland farms is shipped by rail.

One of the accompanying engravings show large shipments of grain being made from the farms of the Holland Land Company, lying south of Sacramento and how the sacks are unloaded. The grain is sacked as it drops from the harvester and is placed in trailers which are towed to the bank of the stream by means of caterpillar tractors. It is then loaded directly to the barge or river boats and transported to the warehouses on San Francisco Bay.



SACKED WHEAT ON SACRAMENTO RIVER WAITING FOR MOTOR BOAT OR BARGE.



OAKLAND, CALIF., TERMINAL ELEVATOR.

The Holland Land Company originally owned 20,000 of the 26,000 acres in Reclamation District No. 999, the center of which is fifteen miles southwest of Sacramento. Fronting on the Sacramento River for a mile and a quarter on the east side, it is bounded otherwise by some thirty miles of navigable fresh water channels. The tract extends some eleven miles in a north and south direction parallel to the river, and from two to four miles in an east and west direction, allowing short farm hauls to commodious shipping landings. Along the river and natural channels the land has a built-up elevation characteristic of waterways heavily laden with silt. These marginal lands are six to seven feet higher than the interior land, the slope of which to the main central drainage canal is barely perceptible yet sufficient for good drainage. The shipments of grain by river boats and barges on the Sacramento and San Joaquin Rivers to San Francisco provides a very convenient and economical means of transportation for the grain dealers throughout the Sacramento and San Joaquin valleys, as well as the planters.

HANDLING OF SACKS ETC.

One of the most interesting features in connection with the shipment of grain by barges, river steamers and motor boats is the mechanical equipment for handling the bags of grain. The old method of handling bags of grain, by wheeling the bags on hand trucks up steep gang planks, has given away to the slung gang-plank. This gang-plank stands in the normal position, quite like its unflexible predecessor, while the stevedore wheels his loaded truck on to it. Then a hoist is started and the outer end of the gang-plank, in its sling, is elevated until it stands slightly above the level of the deck to which the load is to be delivered. Then the stevedore wheels his hand truck (carrying about five bags of grain) along the plank and off at the deck end, with a minimum of labor and a maximum of assistance from gravity. The plant is raised by chains and cable attached to a steam hoist.

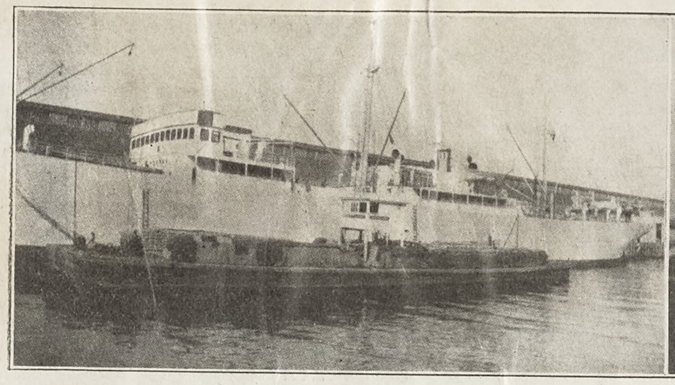
A novel type of electric chain conveyor is used in connection with some of the flat bottom barges, and docks which still further lightens and speeds the task of unloading bags of grain. This conveyor consists of a single chain installed in the center of the truck incline and equipped with a number of pushers. The hand truck is run on the incline in the old way, but the pusher promptly engages the axle of the hand truck and carries the truck up without any effort at all on the part of the workmen who merely hold the handles to steady the truck. In some cases these are installed on barges and in others they are installed on the docks.

Many of the barges are equipped with Brown Portable Conveying Machines operated by small gasoline engines. When these are used the bags are placed on the lower part of the conveyor which delivers the bags to the dock, where they are placed on trucks and delivered to the proper point on dock or warehouse. In some cases the barges (usually the motor boats are equipped in this manner) are equipped with a boom and cable which is operated by a small gasoline engine. By this means about nine or ten bags of grain are unloaded at a time. This is shown in one of the accompanying engravings.

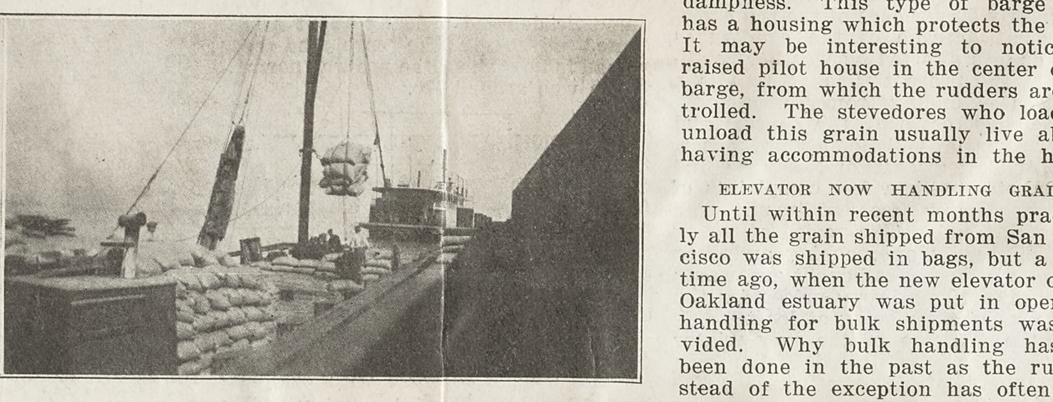
Another picture shows one of the large flat bottom barges used in transporting grain on the river. In this particular picture the grain is being loaded from the barge to the vessel while the vessel is laying at a pier at San Francisco. The vessel is taking on general cargo at the same time that the grain is being loaded. This type of barge does not carry any mechanical equipment for unloading the bags of grain, consequently the bags are handled by the tackle of the vessel receiving the grain. These barges are towed (sometimes three or four in a row) by gasoline tugs. Heavy canvass is always carried to protect the grain from dampness. This type of barge often has a housing which protects the grain. It may be interesting to notice the raised pilot house in the center of the barge, from which the rudders are controlled. The stevedores who load and unload this grain usually live aboard, having accommodations in the hold.

ELEVATOR NOW HANDLING GRAIN.

Until within recent months practically all the grain shipped from San Francisco was shipped in bags, but a short time ago, when the new elevator on the Oakland estuary was put in operation handling for bulk shipments was provided. Why bulk handling has not been done in the past as the rule instead of the exception has often been adversely commented upon, and with this in view, the following from an



TRANSPORTING WHEAT FROM MOTOR BARGE TO OCEAN LINER.



HANDLING GRAIN FROM BARGE TO WAREHOUSE.

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*The crop in 1921 in California was 29,700,000 bus. vs. 28,750,000 in 1920 and 26,649,000 in 1919, being in 1921, 19.6% of the total crop of the United States.

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official of the Western Pacific Grain Company may be of interest:

"Due to several inquiries from grain growers in the different sections of the state regarding the handling of bulk grain for export from San Francisco, we will say that there is no reason why bulk grain cannot be successfully handled at San Francisco or on San Francisco Bay as bulk grain is handled at New Orleans, Baltimore or any other Eastern or North Atlantic port, provided the facilities for handling bulk grain at San Francisco Bay are available.

"A bulk elevator has been built on this bay (referring to the new elevator of Western Milling Company, now operated by the California Farm Bureau Elevator Corporation) for the handling of bulk grain. When you stop to think that over 90 per cent of the grain moved from different parts of the world is handled in bulk, it naturally causes us to think that there is something radically wrong with the California method of handling grain in sacks. Not only is it an added expense to the farmer but to the exporter who is not equipped with warehouse facilities at tide water.

"It is only natural to suppose that owing to the fact that all California warehouses are equipped only for storing sacked grain, any other method even suggested to handle in bulk is going to meet with a good deal of opposition from the warehousemen of this state, but it is only a matter of time when the old-fashioned method of handling will have to be changed. Owing to the fact that the major part of the barley purchased by the exporters has to be conditioned to meet the foreign buyers' ideas of quality, we will endeavor to furnish you with a few figures comparing the cost of handling, cleaning and loading ships at San Francisco bay, where sacks are loaded onto steamer, and New Orleans, where bulk grain is loaded onto steamer. The majority of barley exported from San Francisco Bay is loaded out of Port Costa; therefore we will use Port Costa as a base of cost against New Orleans:

	Port Costa. Per ton.	New Orleans. Per ton.
Unloading cars	$0.36	$......
Weighing grain	.25	......
Storage 30 days	.50	.25½
Conditioning grain, min. charge	1.50	.10
Weighing and delivering to steamer	.35	[1].52
Total	$2.95	$0.87½

[1] Including unloading and weighing.

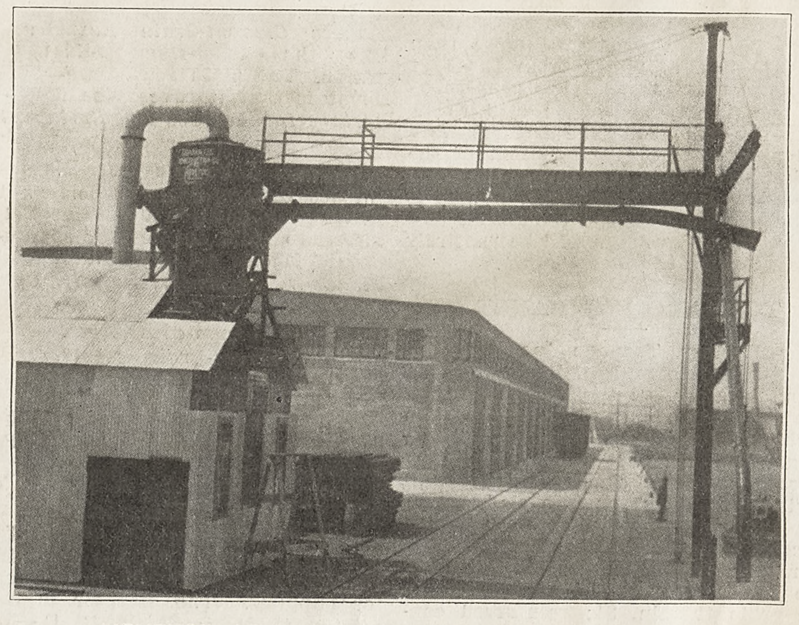
"Receiving grain in sacks at New Orleans and unloading from cars to elevator, a charge of 31¼ cents per ton, will be made for emptying sacks, but this includes the cost of baling the empty sacks which belong to the owner or shipper.

"However, the above New Orleans charges are based on a steady flow of grain through the elevator; therefore in our estimation, if the using of the bulk elevator now constructed at Oakland is to be a success, the grain growers of California must give it their support and see that their grain is sold either on Chamber of Commerce certificates or on special grades at tide water.

"Again referring to the above figures, it is only natural that we draw our conclusions as to who pays for the additional cost of handling. The fact is, we learn, that the majority of the expense is paid by the farmer, or grower; the balance by the exporter. Since 1911 it is conservatively estimated that there have been about 3,250,000 tons of California barley exported, or about 325,000 tons per year. If half of this amount of barley were handled through the bulk elevator at slightly over the New Orleans rates, it appears to be a good investment by the farmers to get behind the bulk hauling proposition."

NO OTHER TIDEWATER ELEVATORS.

Aside from the new elevator at Oakland, there are no other tide or deep water grain elevators in California of consequence, save two privately owned plants of the Sperry Flour Company at Carquinez Straits and at Stockton.



AIRVEYOR AT PARR TERMINAL, OAKLAND, CALIF.

The elevator in evidence has 1,250,000 bushels storage capacity. It was originally built by the Western Milling Company as a project to include flour mills, but was leased to the California Farm Bureau Elevator Corporation, capitalized at $1,000,000. The Corporation is composed of grain growers, and is fostered by the state Federation as a part of its program. The Corporation is building and operating bulk grain elevators elsewhere in the state to act as feeders for the terminal elevator, on which it has a five-year lease. The terminal elevators at Oakland thus become a facility for handling grain in transit and bulk and for loading to ships. It is estimated that the elevator will handle fully one-third of the grain output of the state this, the first year, and in the continuing process of incoming and outshipping grain it will be refilled approximately eight times during the season. Operations in the elevator were started on May 26, 1921, with the arrival of 3,000 bushels of grain of the first 20,000-bushel consignment. The desire of the farmers to move their last year's crop made it necessary to start work in the elevator before June 1, the date originally set by the bureau.

While the Farm Bureau Corporation were unable to complete concrete elevators in many places in time to handle the 1921 crop, farmers can ship their grain in bulk by the use of loading stations, which permit them to ship direct to the Terminal at Oakland.

The elevator at Oakland is modern in every way. In addition to the working house section containing the elevator legs, the main grain storage space is composed of thirty-six round bins together with nearly a hundred interstitial bins, the whole being over ninety feet in height. The working house is equipped with modern cleaning machinery, scourers, driers, graders and conveyors.

As the grain is brought in railroad cars to the siding of the elevator it is dumped into sinks and elevated to the top, where it is distributed by means of rubber belt conveyors to the grain bins. These are hopper bottomed and discharge upon another rubber conveyor similar to that above. The grain may thus be graded, run through the cleaner, hoisted to the top of the bins and dropped into them. For shipping out, the grain falls upon belt conveyors. If certain blends of grain are desired, several bins may thus be opened, the grain mixing on the running conveyor underneath. This conveyor continues through the mill also and out over the dock, whence it is dropped by spouts into the holds of the freighters. By this method of handling, the saving in handling expense will accrue to the farmer.

First, the elimination of sacks will effect material economy. If some sections are not yet equipped with a feeder elevator and temporarily use sacks, these can be shipped in, unsacked and the sacks returned to the grower or sold for his benefit. Under this system the screenings are saved, their value reverting to the grower. Labor and handling charges are minimized. It is also estimated that in loading an 8,000 ton freighter, the elevator can load in bulk in 24 hours, as against six or seven days required by sack loading and labor.

The opportunity afforded the grain farmers, through the exchange, to grade their grain and sell by special grade rather than in the rough is expected to bring greater returns which the dealer has heretofore realized.

As the grain arrives at the terminal, protected warehouse receipts, based on grades established by Federal Government or state legislature at the last session, are issued to the grower for the weight, quality and variety of the grain received. The grain is then sold for his account by the California Farm Bureau Exchange, which, like the County Exchange, reserves no profit of any nature, but remits the proceeds to the county exchanges and thence to the individual growers.

One figure shows the Guarantee Construction Company's "Airveyor" system for sucking a cargo of grain from the hold of a ship and loading it therefrom into a car or warehouse, which has been installed at the Parr Terminal at Oakland. A motor driven fan, located centrally on the intake and outlet lines, forces grain out one end of the pipe and creates a vacuum at the other end. Thirty tons of grain can be transferred in one hour by the use of this unloader, and the friction heat caused by the rapid transit of the grain through the piping kills weevils and other parasites, it is claimed. The grain packs as it is blown, and thus more grain than ordinary can be loaded into cars and bins. The device also aids in ventilating or drying the grain, as it is necessarily shifted about from place to place during the transfer. In the figure the arrow points to one of the two pipes with telescoping ends which are let down into the hold of the vessel, and through which the grain is unloaded. This system is used in several of the terminals and although adapted to small work in car lots present installations are mainly in marine work in elevators in the United States and Canada. The system employed is similar to that which has been long standardized abroad.

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On the Holland Tract.

CLARKSBURG, February 7.—With the approach of spring agricultura development activities are being renewed hereabout. Pear growing seems to be of chief concern, half a dozen or more settlers having set out or taken steps to set out orchards. Among them are Green, Huntoon & Wilson, C. E McLaughlin, K. F. Paffrath, Edward Keagy, J. W. Hollenbeck, Herringer Bros. and George G. Pollock. Pollock will have a sixty-acre orchard, having already purchased his stock.

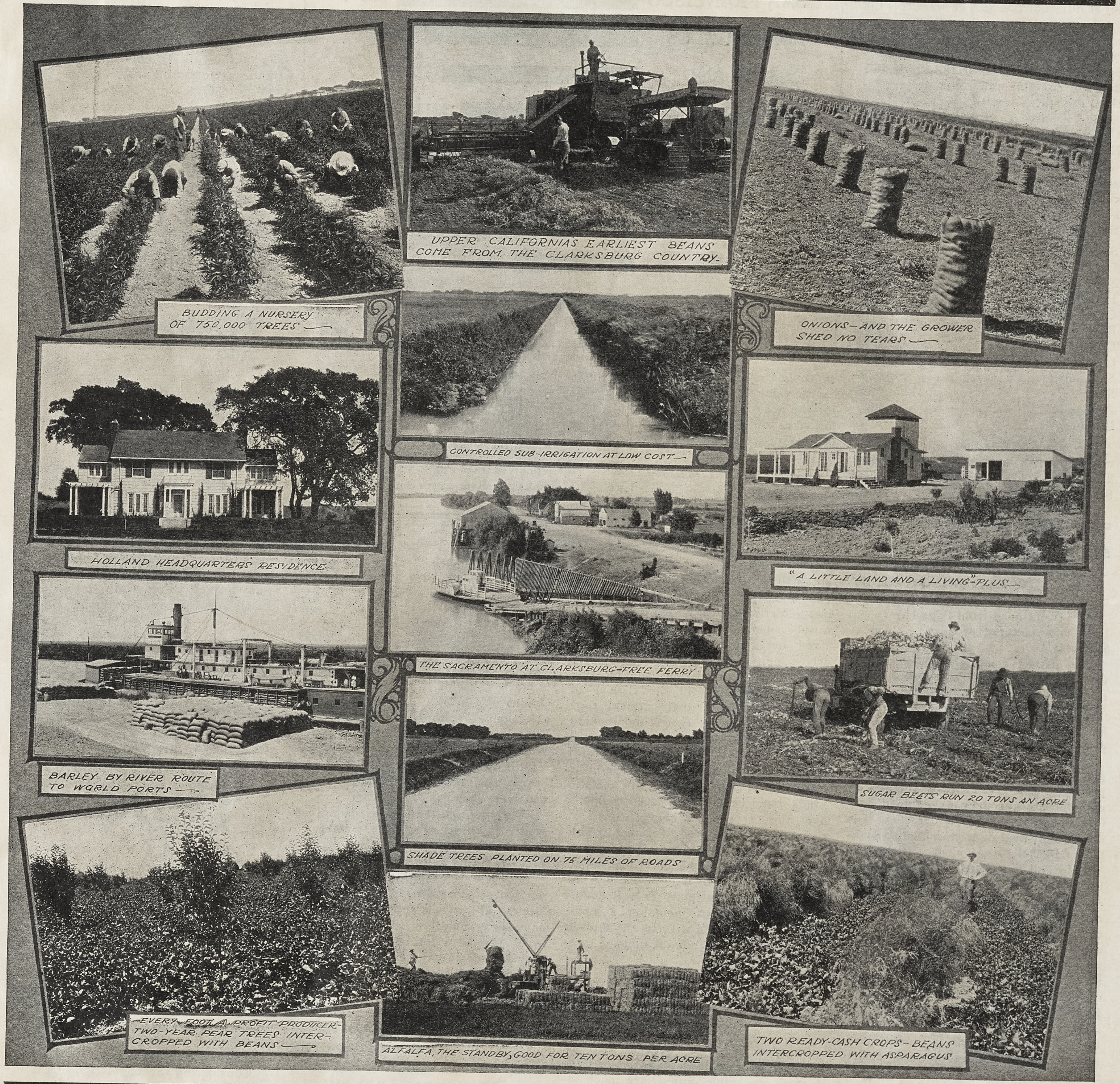
Next in importance in new plantings are the asparagus beds on the holdings of Peter Cook, Cave & Patterson and J. W. Hollenbeck.

In line with its established policy the Holland Land Company, which has subdivided 20,000 acres here, is renewing the planting of black walnut shade trees along the roads traversing its lands.

Byron Times
Feb 10

Do You *Know* Upper California, City Folks?

Come to Clarksburg on the Sacramento River and see a cross-section of its best developement, fifteen miles down river from the State Capital



BUDDING A NURSERY OF 750,000 TREES

UPPER CALIFORNIAS EARLIEST BEANS COME FROM THE CLARKSBURG COUNTRY

ONIONS—AND THE GROWER SHED NO TEARS

CONTROLLED SUB-IRRIGATION AT LOW COST

HOLLAND HEADQUARTERS' RESIDENCE

"A LITTLE LAND AND A LIVING"—PLUS

THE SACRAMENTO AT CLARKSBURG—FREE FERRY

BARLEY BY RIVER ROUTE TO WORLD PORTS

SUGAR BEETS RUN 20 TONS AN ACRE

SHADE TREES PLANTED ON 75 MILES OF ROADS

EVERY FOOT A PROFIT PRODUCER—TWO-YEAR PEAR TREES INTER-CROPPED WITH BEANS

ALFALFA, THE STANDBY, GOOD FOR TEN TONS PER ACRE

TWO READY-CASH CROPS—BEANS INTERCROPPED WITH ASPARAGUS

For profit, for the opportunity to play, for a home for twilight years away from straight streets and hard pavements, invest some of your funds directly in the soil, the basis of all wealth. Will you be our guest on a trip of inspection? No obligation will attach.

Balfour Bldg., 351 California
Street, San Francisco, Calif.

HOLLAND LAND COMPANY

Offices also in Sacramento
and Clarksburg, California

May 1922

# of the LAND sold-to date was bought by former tenants or neighboring farmers

Sound Security

Sediment soil—deep, virgin, lasting
Diversity of crops
Sub-irrigation, or surface low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau Center
Satisfied settlers

Choice of Crops

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden Truck
Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

What does this fact-figure mean to you, Mr. California Farm Seeker? How many farm land subdivisions have you been familiar with that showed such a percentage of sales to "home folks"? And when it comes to numbers of buyers (rather than number of acres), what significance do you attach to the fact that 64 per cent of them—practically two-thirds—were neighboring farmers or former tenants. This is the sales-story—to date—on more than 15,000 acres.

This Is the Record of the Great Clarksburg Farming Community

the 20-000-acre sediment land ("pay dirt") tract, fifteen miles down the Sacramento River from California's capital city, truly a principality typical of the best development of California's diversified agriculture. The basic facts about these lands are listed in the accompanying summary of resources—with restraint on the adjectives. *Come and see for yourself* why the neighbors buy this California garden land; why it has not been necessary to issue elaborate prospectuses to sell it. Personal inspection is the only satisfactory way to determine from every angle the worth of what you want to make your California farm home. Come to Clarksburg as our guest (transportation paid both ways from any points in the vicinity of San Francisco, Sacramento and Stockton); you won't be importuned to buy. Not one acre of all this land has been sold under "high pressure" methods.

The land itself, those in the vicinity who have watched its development, your own sound judgment—let these be your guide. Reach us by phone, by mail, in person—at any of our offices listed below.

WHEN WILL YOU COME?

HOLLAND LAND COMPANY

Sacramento
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
BALFOUR BLDG.
351 California Street

Clarksburg
The Town on the Property

6-3- S.F. Bulletin —— 4 × 12
3 — Call —— ✓
3 — Chronicle —— 4 × 13
3 — Examiner —— 4 × 12
6-4 — Oakland Tribune ✓

Sound Security

Sediment soil—deep, virgin, lasting
Diversity of crops
Sub-irrigation or surface low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau center
Satisfied settlers

THIS INDENTURE, of continuing date, made between the HOLLAND LAND COMPANY, a California corporation, the party of the first part, and CONVENING REALTORS, the parties of the second part, WITNESSETH: That said HOLLAND LAND COMPANY, for and in consideration ten per cent cash and ten per cent annually, with interest at six (6) per cent, has been peopling 20,000 acres of Sacramento River silt lands situate, lying and being in the vicinity of Clarksburg, fifteen miles down river from California's capital.

BY THESE PRESENTS the said HOLLAND LAND COMPANY conveys and confirms to the CONVENING REALTORS (that means YOU!) a hearty **INVITATION TO VISIT** its lands **as its guests** and inspect a striking cross-section of Upper California's inspiring development. And the said HOLLAND LAND COMPANY does hereby grant and bargain that the trip will be well worth your time. It will post you on the progress of the tremendously fertile area lying in the triangle between three great distributing centers: the San Francisco metropolitan area, Sacramento, and Stockton.

Thereafter your clients and prospects seeking title, interest and profits in these highly favored lands (being settled chiefly by neighboring farmers and former tenants—those best able to judge the worth of these lands) can be taken over the district by yourself for a thorough-going inspection—or simply referred to us at any of our offices—351 California Street, San Francisco; Capital National Bank Building, Sacramento; or Clarksburg. We will show the land, and when, as and if a sale is consummated will pay you the customary commission for introducing the buyer. *Oncoming townsite lots, too, are particularly described in information forthcoming on request.*

Choice of Crops

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden truck
Hops
Celery
Prunes
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar beets

California Real Estate, Los Angeles, May, 1922
National Convention Number

PAVED WAY JOINS TOWNS IN VALLEY

S.F. Journal

Sacramento River Centers Report Bounteous Crops and Prosperity

1922-6-17 Last page

CLARKSBURG, June 16.—Paved highway now connects the Sacramento river towns between the Capital City and Rio Vista, barring two short gaps of graveled road. Motorists from the San Francisco bay district can now reach the rich down-river section of Yolo county with entire comfort and convenience by way of the picturesque river route.

By ferrying across the San Joaquin river, just above Antioch, those eager to get a first-hand glimpse of the Holland of America reach Sherman Island, whence the road leads up the east bank of the Sacramento river via Brannan Island. Past Isleton, Walnut Grove and Courtland this point is reached by the free county ferry, thus tapping the entire west side district which has been opened and intensively developed during the last few years, notably by the Holland Land Company.

Those who have carried through the campaign for the improvement of the scenic river route anticipate that this entire section will become the rendezvous for a constantly increasing number of week-end motoring enthusiasts who are keen to get off the beaten paths and over traveled roads.

Present indications point to a bounteous harvest about Clarksburg. The steadily increasing trend toward intensive and diversified agriculture has been making for a constantly mounting aggregate of crop returns from this point on the Sacramento river, already the richest stream in the United States in value of cargoes carried, per ton basis.

From the Holland Land Company tract alone the harvest of some of the principal crops checks up as follows: Asparagus, 1000 acres; beans, 3000 acres; alfalfa, 2000 acres; new orchard, 1000 acres; sugar beets, 500 acres; onions, 650 acres; potatoes, 500 acres. In addition there are several thousand acres in grain.

Scenic River Road to Capital Is Ready

S.F. Commercial ~~News~~ 1922-6-17 Page 1

CLARKSBURG, June 16.—With the completion of the "Hood gap" by the Sacramento County Highway Commission, the scenic river route between the capital city and Rio Vista can now be traveled by motorists with entire comfort and convenience by paved highway. There are still two short stretches of unpaved road, but both are graveled and afford no obstacles to an enjoyment of a swing along the banks of the Sacramento through the down river section whose richness has been an unrevealed reality to the majority of even Upper Californians.

By automobile the route from the San Francisco Bay cities leads to the ferry across the San Joaquin River just above Antioch, thence along Sherman and Brannan Islands up the east bank of the Sacramento River past Isleton, Walnut Grove, and Courtland to the free county ferry to the west side at this point—and on to Sacramento. From here the entire west side district is opened up, and travel expedited through the 20,000-acre subdivision developed during the past four or five years by the Holland Land Company.

Good Crop Outlook At Clarksburg

S.F. Com'l News 1922-6-17

CLARKSBURG, June 16.—Surveying the forthcoming harvest hereabouts, prospects point to bounteous yields. In the Holland land tract alone the following acreages are reported: Beans, 3000; alfalfa, 2000; asparagus, 1000; new orchard, 1000; onions, 650; sugar beets, 500; potatoes, 500; besides several thousand acres of grain.

More diversified and intensive farming throughout the territory tributary to this Sacramento River point has spelled constantly increasing crop returns to the growing number of farmers who have been bringing the river section of the county to the front during the last four or five years.

Page 1

Harvest Plentiful, Crop Indications

1922 6-17

S.F. Examiner

CLARKSBURG, June 16.—Present indications point to a bounteous harvest hereabouts. The steadily increasing trend toward intensive and diversified agriculture has been making for a constantly mounting aggregate of crop returns from this point on the Sacramento River, already the richest stream in the United States in value of cargoes carried per ton basis.

From the Holland Land Company tract alone the harvest of some of the principal crops checks up as follows: Asparagus, 1,000 acres; beans, 3,000 acres; alfalfa, 2,000 acres; new orchard, 1,000 acres; sugar beets, 500 acres; onions, 650 acres; potatoes, 500 acres. In addition there are several thousand acres in grain.

Yolo County Expects Bounteous Harvest

1922 6-17

CLARKSBURG, June 16.—Present indications point to a bounteous harvest hereabout. The steadily increasing trend toward intensive and diversified agriculture has been making for a constantly mounting aggregate of crop returns from this point on the Sacramento river, already the richest stream in the United States in value of cargoes carried, per ton basis.

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Sacramento-Rio Vista Road Paved

CLARKSBURG, Yolo county, June 16.—Paved highway now connects the Sacramento river towns between the capital city and Rio Vista, barring two short gaps of graveled road. Motorists from the San Francisco bay district can now reach the rich down-river section of Yolo county with entire comfort and convenience by way of the picturesque river route.

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FOR NEW

S.F. Bulletin 1922-6-17.

Highway at Hood Gap Gives Another Fine River Road

CLARKSBURG, June 17.—With the completion of the "Hood Gap" by the Sacramento County Highway Commission, the scenic river route between the capital city and Rio Vista can now be traveled by motorists with entire comfort and convenience by paved highway. There are still two short stretches of unpaved road, but both are graveled and afford no obstacle to an enjoyment of a swing along the banks of the Sacramento through the down river section, whose richness has been an unrevealed reality to the majority of even upper Californians.

By automobile the route from the San Francisco Bay cities leads to the ferry across the San Joaquin river just above Antioch, thence along Sherman and Brannan Islands up the east bank of the Sacramento river past Isleton, Walnut Grove and Courtland to the free county ferry to the west side at this point—and on to Sacramento. From here the entire west side district is opened up, and travel expedited through the 20,000-acre subdivision developed during the past four or five years by the Holland Land Company.

Big Harvest for Yolo County Soon

S.F. Bulletin 1922 6-17

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Clarksburg Harvest Survey Promising

CLARKSBURG, June 17.—A survey of the forthcoming harvest in this vicinity indicates a bounteous yield. In the Holland Land Tract alone the following acreages are reported: Beans, 3000; alfalfa, 2000; asparagus, 1000; new orchard, 1000; onions, 650; sugar beets, 500; potatoes, 500, besides several thousand acres in grain.

Paved highway now connects the Sacramento River towns between the capital city and Rio Vista, barring two shorts gaps of graveled road.

Crop Prospects Good in the River Section

Sacr Bee. 1922 6-17

CLARKSBURG (Yolo Co.), June 17. Surveying the forthcoming harvest hereabout, prospects point to bounteous yields. In the Holland Land tract alone the following acreages are reported: Beans, 3,000; alfalfa, 2,000; asparagus, 1,000; new orchard, 1,000; onions, 650; sugar beets, 500; potatoes, 500, besides several thousand acres in grain.

More diversified and intensive farming throughout the territory tributary to this Sacramento River point has spelled constantly increasing crop returns to the growing number of farmers who have been bringing the rvier section of the county to the front during the last four or five years.

In numbers—as well as in acreage—the farm land sales record challenges comparison

Sound Security

Sediment soil—deep, virgin, lasting
Diversity of crops
Sub-irrigation, or surface low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau Center
Satisfied settlers

64%

of the buyers to date are former tenants or neighboring farmers—those best able to judge the worth of these lands

Choice of Crops

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden Truck
Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

Last week, Mr. Business-Man-Farm-Owner-to-be, we announced that 72% of our land sold to date had been bought by former tenants or neighboring farmers. Now, lest any one infer that a few shrewd individuals had gotten title to the best of the lands at the outset, we want to emphasize this further fact-figure, as presented. In numbers, then as well as in acreage, the sales record—to date—on more than 15,000 acres stands significant of the confidence of more than a hundred buyers.

Clarksburg is Calling the Man of Vision

and settled purpose, the man who has cherished and nourished as a realizable ambition the dream of a California farm home. He wants to be near enough to his city desk to be able to spend the full week-end on his own farm. **It can be done at Clarksburg.** He expects to increase his financial resources, insure the robust health of all his family, and add to the fullness of life itself for all of them. **It can be done at Clarksburg.** And, then, perhaps, in the twilight years, he plans to seek surcease from the city's strife in the quiet wholesomeness of the great outdoors, where valley warmth and Pacific breeze blend salubriously. **It can be done at Clarksburg.**

You who have built the air castle, come to Clarksburg as our guest (transportation paid both ways from any point in the vicinity of San Francisco, Sacramento, and Stockton) and see for yourself how the reality may be made to fit in with the dream picture. Come and learn for how little you can acquire a freehold; how the crops will keep up the 6% interest charges on balance due and help pay the principal.

WHEN WILL YOU COME?

HOLLAND LAND COMPANY

Sacramento
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
BALFOUR BLDG.,
351 California Street

Clarksburg
The Town on the Property

6-10 S.F. Bulletin 4 x 12
6-10 " Call 4 x 12
6-10 " Chronicle 4 x 13
6-10 " Examiner 4 x 12
6-11 Oakland Tribune ✓

NEW HIGHWAY THROUGH DELTA IS COMPLETED

Page 1 Dev. Sec.

1922 6-28 Oakland Tribune

CLARKSBURG (Yolo Co.), June 16.—With the completion of the "Hood gap" by the Sacramento county highway commission, the scenic river route between the capital city and Rio Vista can now be traveled by motorists with entire comfort and convenience by paved highway. There are still two short stretches of unpaved road, but both are graveled and afford no obstacles to an enjoyment of a swing along the banks of the Sacramento through the down river section whose richness has been an unrevealed reality to the majority of even upper Californians.

By automobile the route from the San Francisco Bay cities leads to the ferry across the San Joaquin river just above Antioch, thence along Sherman and Brannan Islands up the east bank of the Sacramento river past Isleton, Walnut Grove, and Courtland to the free county ferry to the west side at this point—and on to Sacramento. From here the entire west side district is opened up, and travel expedited through the 20,000-acre subdivision developed during the past four or five years by the Holland Land Company.

GREAT ACREAGE IN HOLLAND LAND

Oakland Tribune

CLARKSBURG (Yolo Co.), June 16.—Surveying the forthcoming harvest hereabout, prospects point to bounteous yields. In the Holland Land tract alone the following acreages are reported: Beans, 3000; alfalfa, 2000; asparagus, 1000; new orchard, 1000; onions 650; sugar beets, 500; potatoes 500, besides several thousand acres in grain.

More diversified and intensive farming throughout the territory tributary to this Sacramento river point has spelled constantly increasing crop returns to the growing number of farmers who have been bringing the river section of the county to the front during the last four or five years. 1922-6-8

HOLLAND COMPANY TO RUN AN EXCURSION

S.F. Journal

San Francisco Business Men to Visit Subdivision at Clarksburg

1922 6-21

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Company. A "Down River Holiday" and picnic will be held on its 20,000-acre subdivision fronting at Clarksburg on the west bank of the Sacramento river in Yolo and Solano counties. The party will leave at 7:20 a. m. on the San Francisco-Sacramento Railroad and return home by evening.

After a swing through the district and its score of crop type areas, a picnic will be spread under the trees. A few five-minute talks will follow. Among the speakers will be the following:

Lucien Shaw, chief justice of the California Supreme Court; Professor Claude B. Hutchison, director of the branch of the College of Agriculture at Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director fruit and agricultural bureau, Sacramento Chamber of Commerce; E. H. Archer, president Yolo County Board of Trade.

~~Byron Times~~

Delta Paved Highways,

CLARKSBURG (Yolo County), June 20.—With the completion of the "Hood gap" by the Sacramento County Highway Commission, the scenic river route between the capital city and Rio Vista can now be traveled by motorists with entire comfort and convenience by paved highway.

There are still two short stretches of unpaved road, but both are graveled and afford no obstacles to an enjoyment of a swing along the banks of the Sacramento through the down river section, whose richness has been an unrevealed reality to the majority of even upper Californians.

By automobile the route from the San Francisco Bay cities leads to the ferry across the San Joaquin River just above Antioch, thence along Sherman and Brannan islands up the east bank of the Sacramento River past Isleton, Walnut Grove and Courtland to the free county ferry to the west side of this point, and on to Sacramento. From here the entire west side district is opened up, and travel expedited through the 20,000-acre subdivision developed during the past four or five years by the Holland Land Company. 1922-6-23

Big Delta Crops.

1922 6-23

CLARKSBURG (Yolo County), June 20.—Surveying the forthcoming harvest hereabouts, prospects point to bounteous yields. In the Holland Land tract alone the following acreages are reported: Beans, 3000; alfalfa, 2000; asparagus, 1000; new orchard, 1000; onions, 650; sugar beets, 500; potatoes, 500; besides several thousand acres in grain.

More diversified and intensive farming throughout the territory tributary to this Sacramento River point has spelled constantly increasing crop returns to the growing number of farmers who have been bringing the river section of the county to the front during the last four or five years. Byron Times

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Business Men "To Explore" Upper California

1922 6-21 Page 1

Commercial News

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Co., which is staging a "Down River Holiday" and picnic on its 20,000-acre subdivision fronting at Clarksburg on the west bank of the Sacramento river in Yolo and Solano counties. The party is leaving on the 7:20 a. m. San Francisco-Sacramento Railroad train and the visitors will be returned home by evening.

While most of the land has been sold to neighboring farmers and former tenants, the Holland Land Co. has all along been emphasizing the interdependence of a metropolitan marketing center and its tributary agricultural territory, and it has exerted its influence to stimulate the growing interest of men of affairs in identifying themselves with farming activities as a sort of "investment-recreation hobby" that provides diversion and relaxation from the exacting strenousities of city life.

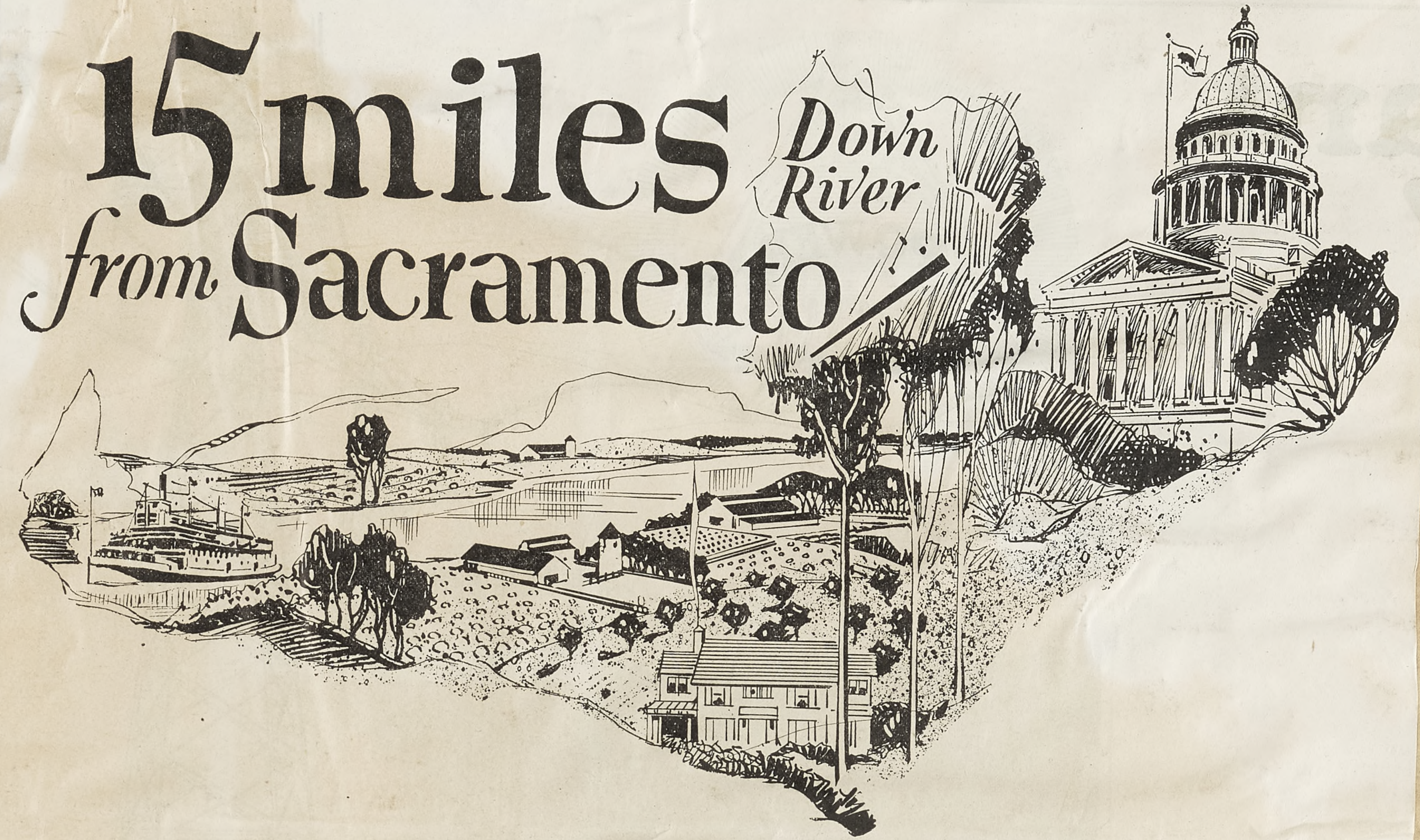
After a swing through the district and its score of crop type areas, a picnic will be spread under the trees. A few five-minute talks will follow, those programmed being:

Hon. Lucien Shaw, chief justice of Supreme Court, State of California; Professor Claude B. Hutchison, director of the branch of the College of Agriculture at Davis; Judge C. E. McLaughlin, of Sacramento; E. A. Gammon, director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce; E. H. Archer, president Yolo County Board of Trade.

S.F. Chronicle 1922-6-21

HOLLAND LAND BIDS

Invitations have been publicly extended by the Holland Land Company to San Francisco "men of affairs," together with the "heads of the house," for a visit to the company's 20,000-acre farming community tract. The district is located on the west side of the Sacramento river in Yolo and Solano counties. The trip will take place next Sunday.



15 miles Down River from Sacramento

Sound Security

- Sediment soil—deep, virgin, lasting
- Diversity of crops
- Sub-irrigation or surface low-head pumping
- Graded tree-lined roads aplenty
- Water transportation
- Paved road to city
- 30 minutes to capital
- Resident supervision
- Sensible restrictions
- High farming standards
- Moderate prices
- Six per cent interest
- Easy payments
- Insured land titles
- Community spirit
- Farm Bureau center
- Satisfied settlers

Come to Clarksburg
to find
Your California Farm

Within a Herculean stone's throw of California's stately capitol you will see one of the most substantial farming communities in the great Sacramento Valley, irrigated by a stream that carries the richest per-ton river cargo in the United States. The productive wealth of these lands is imbedded in deep deposited sediment accumulated throughout the centuries. Well is it named "Holland of America."

A Welcome Awaits You

The spirit of hospitality inspires this message: We invite California's welcome visitors (our own people have a standing invitation, of course) to come to Clarksburg as our guests to see a 20,000-acre subdivision typical of the best development of California's diversified agriculture.

Your coming will obligate you not at all. The very least result will be, to you, our guest, an inspiring side-trip into the heart of the section whence comes the output that has placed California in front rank among agricultural states; the very least result will be, to ourselves, assuredly another friendly enthusiast about the attractions and the resources of upper California.

This has ever been our policy.

Reach us by phone, by mail, in person—at any of our offices listed below. Round out a memorable trip with at least a glimpse of the glories of California maxima.

WHEN WILL YOU COME?

Choice of Crops

- Pears
- Potatoes
- Peaches
- Alfalfa
- Asparagus
- Cherries
- Seed to sell
- Grapes
- Garden truck
- Hops
- Celery
- Prunes
- Onions
- Grain
- Peas
- Plums
- Beans
- Spinach
- Corn
- Sugar beets

HOLLAND LAND COMPANY

SACRAMENTO
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
Balfour Bldg.,
351 California Street

CLARKSBURG
The Town on the
Property

---

15 miles Down River from Sacramento

San Francisco Men of Affairs

You are invited
to come to Clarksburg
as our guest

SUNDAY, JUNE 25
for
A DOWN RIVER HOLIDAY
with a picnic lunch for outdoor appetites

Come without obligation and get a glimpse of a 20,000-acre diversified farming community that started from zero five years ago and last year produced crops worth upwards of $1,600,000.

You will be returned home by evening a better posted Californian.

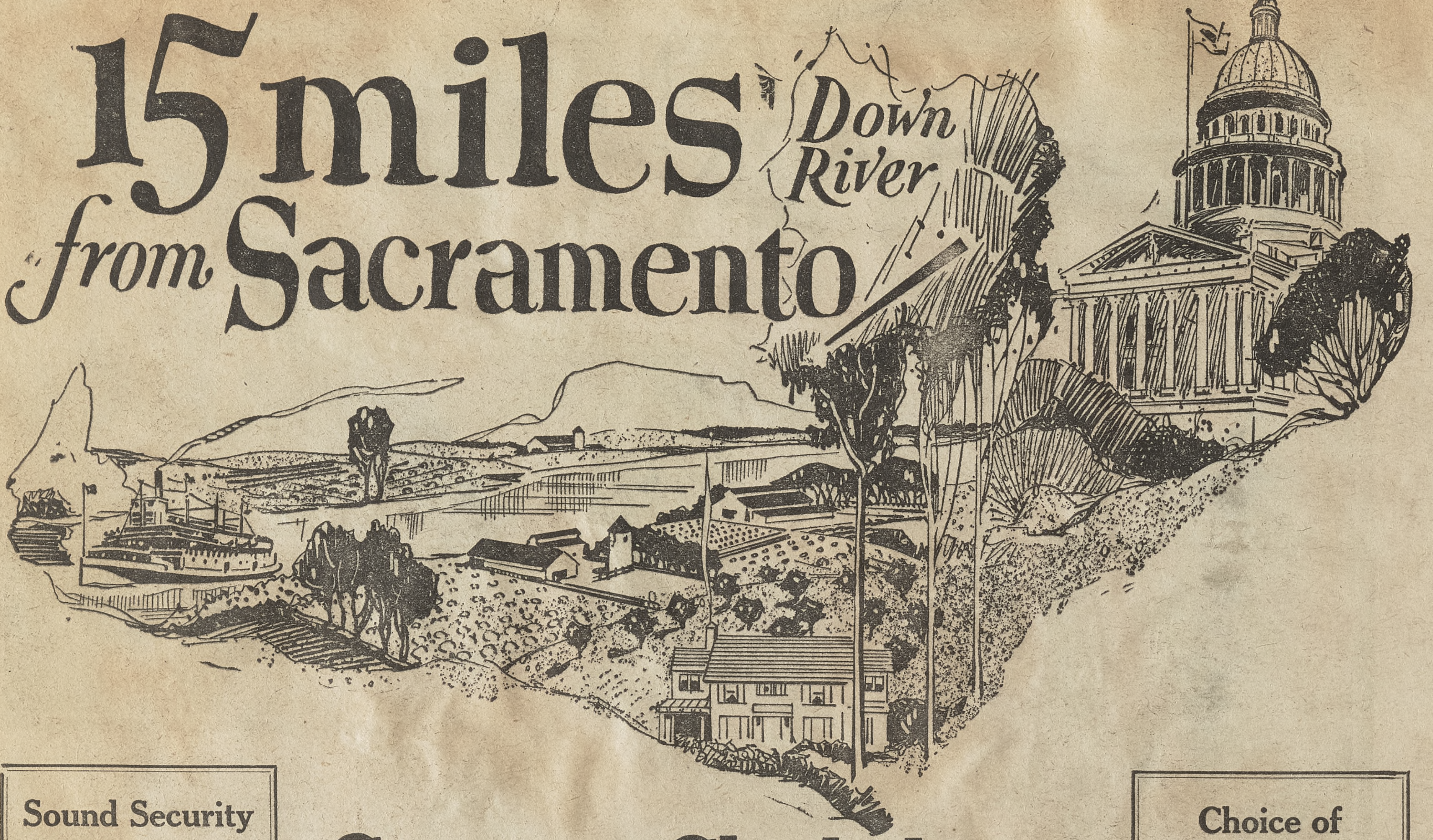
*Transportation furnished.

Ring up Sutter 2303 now for details.

HOLLAND LAND COMPANY
Balfour Building, San Francisco

**Bring "the head of the house" too as our guest.*

15 miles from Sacramento



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to find
Your California Farm

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- Graded tree-lined roads aplenty
- Water transportation
- Paved road to city
- 30 minutes to capital
- Resident supervision
- Sensible restrictions
- High farming standards
- Moderate prices
- Six per cent interest
- Easy payments
- Insured land titles
- Community spirit
- Farm Bureau Center
- Satisfied settlers

Choice of Crops

- Pears
- Potatoes
- Peaches
- Alfalfa
- Asparagus
- Cherries
- Seed to sell
- Grapes
- Garden Truck
- Hops
- Prunes
- Celery
- Onions
- Grain
- Peas
- Plums
- Beans
- Spinach
- Corn
- Sugar Beets

HOLLAND LAND COMPANY

Sacramento
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
BALFOUR BLDG.
351 California Street

Clarksburg
The Town on the
Property

S. F. Examiner, too. – 1922. – 6-21.

San Francisco Men of Affairs

You are invited to come to Clarksburg as our guest

SUNDAY, JUNE 25

for a Down River Holiday

with a picnic lunch for outdoor appetites

Come and get a glimpse of a 20,000-acre diversified farming community that started from zero five years ago and last year produced crops worth upwards of $1,600,000.

You will be returned home by evening, a better posted Californian

Transportation furnished*
Ring up Sutter 2303 now for details

HOLLAND LAND COMPANY

Balfour Building, San Francisco

**Bring "the head of the house," too, as our guest*

S. F. Journal – 1922-6-21

San Francisco Men of Affairs

You Are Invited to Come to Clarksburg As Our Guest

Sunday, June 25

FOR

A DOWN-RIVER HOLIDAY

with a picnic lunch for outdoor appetites

Come and get a glimpse of a 20,000-acre diversified farming community that started from zero five years ago and last year produced crops worth upwards of $1,600,000.

You will be returned home by evening, a better posted Californian

Transportation furnished*
Ring up Sutter 2303 now for details

Holland Land Company

BALFOUR BUILDING, SAN FRANCISCO

**Bring the "head of the house" too as our guest*

Commercial News – 1922-6-21.

15.

Literally

Get Back to the Soil

It pays | in health for you and yours
in outright enjoyment of *living*
from the investment standpoint

provided you get

Good crop land, well located, reasonably priced

Sound Security

- Sediment soil—deep, virgin, lasting
- Diversity of crops
- Big-pay crops
- Sub-irrigation or surface low-head pumping
- Graded tree-lined roads aplenty
- Water transportation
- Paved road to city
- 30 minutes to capital
- Resident supervision
- Sensible restrictions
- High farming standards
- Moderate prices
- Six per cent interest
- Easy payments
- Insured land titles
- Community spirit
- Farm Bureau Center
- Satisfied settlers

Come to Clarksburg

15 Miles down river from Sacramento
Within two and a half hours of Oakland

You can make that dream come true—your hope of actually possessing a profitable California farm home. Make your decision only after intelligent investigation of all factors. Convince yourself of the future development and enhancing values; it will sustain your determination to win what shall truly be your place in the sun—a home in the great outdoors where valley warmth that means bounteous crops is moderated by bay breezes.

Become an owner in the last of the famous river sediment tracts of Yolo County.

Terms planned to meet the needs of the city man who must "stick on the job" while he pays for his farm home and works toward the day when he can become a part in the farm community life.

Choice of Crops

- Pears
- Potatoes
- Peaches
- Alfalfa
- Asparagus
- Cherries
- Seed to sell
- Grapes
- Garden Truck
- Hops
- Prunes
- Celery
- Onions
- Grain
- Peas
- Plums
- Beans
- Spinach
- Corn
- Sugar Beets

The major development work is complete—pioneer cultivation, irrigation, transportation outlets, townsite advantages. You can improve your selected tract as time and funds permit—the joy and exhilaration of the unfolding reality will carry you on and through.

As little as $25 an acre cash down

See this 20,000-Acre Principality as Our Guest, Sunday, June 25

Transportation paid both ways from points in the vicinity of the San Francisco Bay cities, Sacramento and Stockton. No obligation whatever incurred; no high pressure sales methods used. In any event, you will return a better posted Californian.

Take Step No. 1—forward. Get in touch with one of our offices today.

HOLLAND LAND COMPANY

Sacramento
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
BALFOUR BLDG.,
351 California Street

Clarksburg
The Town on the Property

Oakland Tribune — 1922-6-18

Business and Professional Men of the Bay Cities

QUIZ YOURSELF

1. Are your investments safely diversified?
2. What is your Investment-Recreation hobby?
3. Have you considered farm land investment?
4. Have you ever really explored Upper California's storehouse of crop wealth?
5. Will you invest a day's time (and not one copper coin) in exploiting the possibility of advantageously putting a fraction of your time and money into a farm home estate *plus* the zest and diversion of outdoor life?

"Provided you get good crop land, well located, reasonably priced," every bare acre in Upper California presents an opportunity for individual capital investment to develop it to a high-value crop basis—to provide the buildings, driveways, trees, water, fences, the requisites of the ideal farm home.

A New Zest in Living

What greater week-end pleasure can there be than to go to the ranch and enjoy peace, fresh vegetables and fruit, pet the new calf, note the growth of trees and shrubbery, learn first-hand secrets of soil, plants, trees and animal life—one's whole horizon expands. The application of power equipment, the relation of production and distribution of foodstuffs, the significance of co-operative marketing—a score of new interests will develop.

For the joy of creating something, for the health outdoor life brings, for the satisfaction that will be yours in helping prepare Upper California for the great population which you know is coming, take hold—it's a big man's play. Let us point the way—show you how you can do it for a profit. Know the exhilaration of developing a farm home estate for your own later life, for your children, or for some new settler who will pay you a premium for the results of your efforts and expenditure and foresight.

The basic foundation of the prosperity of the metropolitan bay cities is the natural products of the farming country behind them. Additional capital investment will multiply the crop value of our sparsely settled acres, enhance the prosperity of the cities and benefit **you** and every city dweller.

Be our guest

COME WITH US SUNDAY

to Clarksburg for a swing through a 20,000-acre, diversified farming community. Accept this, our invitation for a Down-River Holiday. We will leave on the 7:20 a. m. Key Route boat and will get you back by evening.

Transportation Furnished
Ring up Sutter 2303 for details

You Can Be a Factor

You know something of the California Land Settlement Board's work, the bond issue for State Aid to settlers, the State Farm Bank idea, Government aid to farmers, California Development Association activities, the Farm Bureau and other movements for the betterment of our big back-country. As a good Californian you are proud of the progress achieved. But why not perform a small part of this development yourself, individually? Dividends will be declared in dollars and something more precious.

HOLLAND LAND COMPANY

Balfour Building, San Francisco

Ladies Also Invited

S. F. Call — 1922-6-22.

This campaign advertising was concluded the following week, July 1st. For copies of same see page 21; also page

16.

HOLLAND COMPANY TO RUN AN EXCURSION

San Francisco Business Men to Visit Subdivision at Clarksburg

S.F. Journal 1922 6-21

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Company. A "Down River Holiday" and picnic will be held on its 20,000-acre subdivision fronting at Clarksburg on the west bank of the Sacramento river in Yolo and Solano counties. The party will leave at 7:20 a. m. on the San Francisco-Sacramento Railroad and return home by evening.

After a swing through the district and its score of crop type areas, a picnic will be spread under the trees. A few five-minute talks will follow. Among the speakers will be the following:

Lucien Shaw, chief justice of the California Supreme Court; Professor Claude B. Hutchison, director of the branch of the College of Agriculture at Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director fruit and agricultural bureau, Sacramento Chamber of Commerce; E. H. Archer, president Yolo County Board of Trade.

Oakland Tribune 1922-6-23

EXPLORATION TRIP SET FOR SUNDAY

Another business and professional men's "exploration" trip into California's hinterland is scheduled for Sunday, the objective being Clarksburg, fronting on the Sacramento river, 15 miles below the capital, and the 20,000-acre diversified farming community behind it. The party will leave on the 7:20 Key Route boat from San Francisco, the Eastbay residents joining it at the Shafter avenue station of the Sacramento Shore Line at Fortieth street and at College avenue. The return trip will be completed by evening.

The Holland Land Company, subdividers of the tract, will hold "open house," and after taking its guests for a swing through the fields of beans, alfalfa, sugar beets, asparagus, garden truck and the seed beds, past orchards of pears, peaches and plums, a picnic lunch "for outdoor appetites" will be served to its guests. It is to be in no sense a stag party.

During the picnic hour there will be five-minute talks.

S.F. Business

June 23, 1922

barley crop is running heavier than was expected, averaging from thirty to thirty-five sacks to the acre, of good, heavy quality. Early indications point to the biggest yield in a number of years.

Holland Land Excursion

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Company, which is staging a "Down River Holiday" and picnic on its 20,000-acre subdivision fronting at Clarksburg, on the west bank of the Sacramento River, in Yolo and Solano counties. The party is leaving on the 7:20 a. m. San Francisco-Sacramento Railroad train, and the visitors will be returned home by evening.

Upper California to Be Inspected

Commercial 1922-6-23 News Page 1

Business and professional men of San Francisco and the bay cities who have had little opportunity to explore the resources of the agricultural empire tributary to the metropolis are being proffered invitations by the Holland Land Company to accompany its officers on a "Down-River Holiday" and picnic next Sunday. The program provides for a swing through the 20,000 acre diversified farming district that the company has subdivided and a luncheon for "outdoor appetites" under the trees.

President J. V. Mendenhall extended a personal invitation to the members of the California Development Association at their meeting yesterday to make the trip, the association having undertaken a specific program to emphasize the interdependence of the city and its farming back country.

The party will leave on the 7:20 Key Route boat Sunday morning, returning by evening.

Business Men to Visit Clarksburg

S.F. Examiner

To see the developments of the last four or five years in the diversified farming district west of Clarksburg on the Sacramento River, fifteen miles below the capital, a delegation of San Francisco business and professional men will leave this city tomorrow morning on the 7:20 Key Route boat, returning early in the evening. The Holland Land Company, which subdivided the tract, is sponsoring the "exploration" trip, and has extended a general invitation to men of affairs and their wives to spend a down-river holiday as its guests.

After a swing over the district a picnic lunch will be served under the trees. During this interval five-minute talks will be given by: Lucien Shaw, chief justice of the Supreme Court; Professor Claude B. Hutchison, director of the College of Agriculture, Davis; Judge C. E. McLaughlin, Sacramento; E. A. Gammon, director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce; E. H. Archer, president Yolo County Board of Trade. 1922-6-24

SAN FRANCISCANS TO VISIT INTERIOR

S.F. Journal

Business and Professional Men Accept Invitation of Land Company

1922 6-24

That there is a growing appreciation and recognition of the intimate relationship of the prosperity of the city to the development of the tributary agricultural area is reflected in the response of business and professional men of this city to the invitation to them extended by the Holland Land Company to spend tomorrow as its guests on a "Down River Holiday" on the company's 20,000-acre tract west of Clarksburg, on the Sacramento river.

Some two hundred will take the 7:20 Key Route boat tomorrow morning for the day's outing, and the number will be several times augmented by those who will go by automobile from other cities and from the interior.

President J. V. Mendenhall of the Holland Land Company will head the delegation.

TO VISIT PROPERTY OF HOLLAND CO.

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S. F. BULLETIN-6-21-22.

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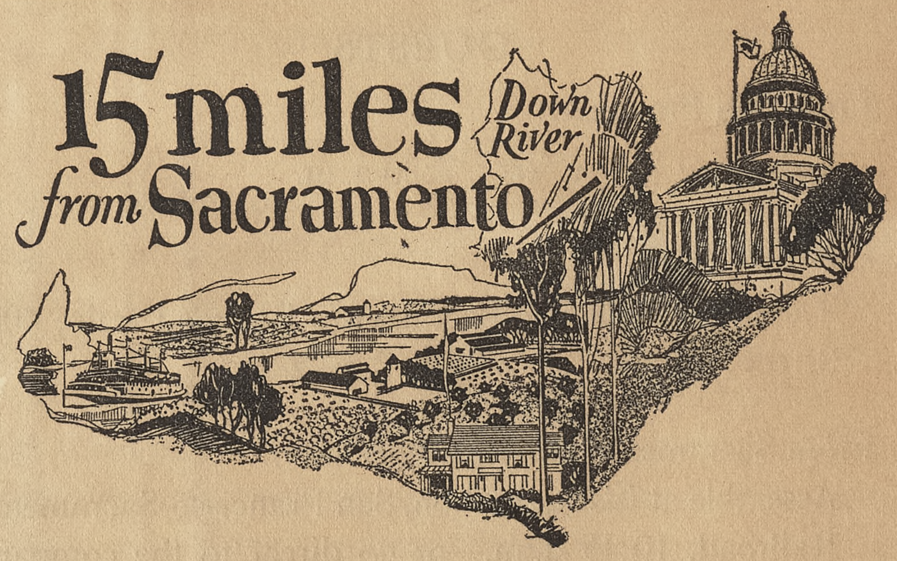
15 miles from Sacramento

Down River



A DOWN-RIVER HOLIDAY ON THE HOLLAND LAND TRACT

Come to Clarksburg as our guest
Sunday, June 25, 1922
You will return a better posted Californian

4500 — envelopes to match —

Count me in on your DOWN-RIVER HOLIDAY, Sunday, June 25. Send transportation for myself and ....

....

to my address ....

Signed ....

From San Francisco: Take Key Route férry, 7:20 a. m.;
From Oakland: Take San Francisco-Sacramento train, 40th Street and Shafter Avenue, 7:50 a. m.

TO VISIT CLARKSBURG

1922 — 6 24

Sacramentans to Join With San Francisco Party on Excursion And Picnic To-morrow.

CLARKSBURG (Yolo Co.), June 24. Sacramentans will join with professional and business men of San Francisco and the Bay district and their wives for a trip through the Holland Land Company's tract near here. The San Francisco deputation will arrive to-morrow forenoon after a boat trip up the Bay and the river, the steamer departing at 7:20 a. m.

After a swing around the district the visitors will be served a picnic lunch under the trees.

Five-minute talks are to be given by the following:

Lucien Shaw, Chief Justice of the Supreme Court, State of California; Professor Claude B. Hutchison, Director o fthe branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, Director Fruit and Aggicultural Bureau, Sacramento Chamber of Commerce; E. H. Archer, President Yolo County Board of Trade. Sacto. Bee

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E. H. Archer Is Picnic Speaker

Following is the program to be presented at the Holland Land Company's picnic to be held at Lisbon Sunday, and to which the public is cordially invited:

A swing through the district.

A picnic lunch for outdoor appetites at the grove.

A few five-minute talks:

Hon. Lucien Shaw, Chief Justice of the Supreme Court, State of California.

Professor Claudge B. Hutchison, director of the branch of the College of Agriculture, Davis.

Judge C. E. McLaughlin, of Sacramento.

E. A. Gammon, director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce.

E. H. Archer, President Yolo County Board of Trade.

Page 1

Woodland Democrat
1922-6-24

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* * SATURDAY, JUNE 24, 1922 S.F.

EXCURSIONISTS TO SEE CLARKSBURG TOMORROW

Another business and professional men's "exploration" trip into California's hinterland is scheduled for tomorrow, the objective being Clarksburg, fronting on the Sacramento River, fifteen miles below the capital, and the 20,000 acre diversified farming community behind it.

The party will leave on the 7:20 Key Route boat and the return trip will be completed by evening.

The Holland Land Company, subdividers of the track, will hold "open house," and after taking its guests for a swing through the fields of beans, alfalfa, sugar beets, asparagus, garden truck and the seed beds, past orchards of pears, peaches and plums, a picnic lunch "for outdoor appetites" will be served to its guests. It is to be in no sense a stag party.

During the picnic hour there will be five minute talks by Hon. Lucien Shaw, chief justice of the Supreme Court, state of California; Prof. Claude B. Hutchison, director of the branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director fruit and agricultural bureau, Sacramento Chamber of Commerce, and E. H. Archer, president Yolo County Board of Trade.

S.F. Journal

URBAN DWELLERS VIEW FARM LAND

S. 1922-6-26

Real Estate Company Gives Excursion to Promote Investment

ONE THOUSAND ATTEND

Mutual Need of Country and City Is Emphasized by Speakers

San Francisco business "knows how," too, in the opinion of about 1000 representative business and professional men, women and children of the city, bay and Sacramento valley points, who yesterday went picnicking as guests of the Holland Land Company on its "farm" near Clarksburg, fifteen miles down the river from Sacramento.

The purpose of the outing, as expressed by J. V. Mendenhall, president of the Holland Land Company, was primarily to acquaint city dwellers and investors with San Francisco's rich hinterland, of which "much of the urban population is woefully ignorant," he claims.

A preliminary feature of the entertainment was an automobile tour through parts of the company's 20,000 acres, all under cultivation. Among the products which the visitors saw growing in the river's silt deposits, are alfalfa, asparagus, sugar beets, the beginnings of fruit orchards and grain, particularly barley.

After a box luncheon had been served, Chairman Gus Olson, general manager of the company, introduced Hon. Lucien Shaw, Chief Justice of the State Supreme Court, as the first of several five-minute speakers, including: Professor Claude B. Hutchinson, director of the branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director, fruit and agricultural bureau, Sacramento Chamber of Commerce, and E. H. Archer, president Yolo board of trade, all of whom emphasized the importance of developing California's "chief esset," agriculture.

In closing the addresses, President Menhenhall said, in part:

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities is to carry home to them the idea that the greatest need of the big back country is capital for the more intensive improvement required in this second stage of development."

"The banker, lawyer, physician, merchant or broker of the cities hardly realizes how basic is the production of the big back country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city.

"To get more closely in touch with the needs of the back country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

"There are hundreds of thousands of acres in upper California which now produce but little, comparatively speaking, because of the lack of investment of from $50 to $300 per acre which, when expanded, takes these lands out of the category of grain fields and makes of them the ideal farming community, where the most attractive life can be lived by settlers.

VIEW DISTRICT

Sacramento Bee

Five Hundred Picnickers See Holland Land Project; Several Talks Made

1922 6-26

CLARKSBURG (Yolo Co.), June 26. Five hundred people were the guests of the Holland Land Company yesterday at a picnic held near Clarksburg. The guests came from San Francisco, Oakland, Sacramento and from other points around the country.

Arriving in the Holland company's holding in the morning, the visitors were taken on an automobile ride through the district, and were shown for two hours the diversity and excellence of the crops grown there. At noon a lunch was served in an oak grove near the company's headquarters, and this was followed by a program of short talks.

The ride through the district was a kaleidoscopic picture of intensive farming. Asparagus, onions, potatoes, beans, nearly every vegetable that has been associated with big profits in the last few years, was seen growing. Barley was being harvested in some places in the district.

Lucien Shaw, Chief Justice of the Supreme Court of the State, called attention to the importance of agriculture generally.

State Farm Head Talks.

Claude B. Hutchison, Director of the University Farm, Davis, was enthusiastic over the growing crops, saying he never had seen better alfalfa or potatoes.

"The College of Agriculture is much interested in the development of the agriculture of California," he said. "But our problem is great. We have to cover a territory as great as that of sixteen Atlantic States with sixteen agricultural colleges."

Judge C. E. McLaughlin of Sacramento advised the picnickers that the boys must be kept on the farm.

"Ban the Japanese."

Regarding the Japanese problem, Judge McLaughlin said the way to solve the problem is to get them off the land.

"It is the duty of every citizen to buy land in California and see that it is tilled by Caucasians," said he. "The solution of the problem is for the sons of California to take the soil of California and till it themselves."

Lester Hinsdale, E. A. Gammon, representing the Fruit and Agricultural Bureau of the Sacramento Chamber of Commerce, and E. A. Archer, representing the Yolo Board of Trade, made short addresses.

Closing the program, J. V. Mendenhall, President of the Holland company, stressed the importance of the urban resident aiding in the upbuilding of the back country through actual ownership and development of farms.

Holland Land Co. Excursion Was a Decided Success

Page 1

Commercial ~~News~~ 1922-6-27

That the Holland Land Company's excursion and picnic last Sunday was a huge success is quite evident from the favorable comments yesterday on the part of those who were fortunate enough to have been guests.

The trip included a trip over the company's vast holdings in the Sacramento Valley and a picnic on their property situated near the town of Clarksburg, about fifteen miles southwest of Sacramento, where quite an elaborate luncheon was served and instrumental as well as vocal music furnished by a jazz orchestra.

The arrangements were well planned and although the weather was unusually warm everybody enjoyed themselves to the utmost.

Speeches were made by several men prominent in the affairs of this State, among them being Chief Justice Shaw of the Supreme Court of California, H. C. Hendrickson, superintendent of agriculture at the University of California at Davis, Judge McLaughlin, J. V. Mendenhall, president of the Holland Land Co., and G. F. Olson, general manager for the Holland Land Co., who also introduced the speakers.

The attendance was a representative one, comprising men prominent in business and professional circles from this city as well as cities generally around the Bay, and it is safe to say they came away with a clearer understanding of the richness of the Sacramento Valley in general and the Holland Land Company's holdings in particular.

Woodland Democrat 1922-6-26

500, Many From Woodland Guests of Holland Land Co.; Mendenhall Tells Plans

Page 1.

More than five hundred Superior California people visited Yolo county's wealth belt at Clarksburg and the Holland Land district yesterday.

A picnic lunch with an abundance to eat and drink was served in the big grove adjoining headquarters. This was followed by two hours allocated to representatives of the state and county who desired to pay tribute to President J. H. Mendenhall and his workers for their achievement.

About two hundred and fifty came from San Francisco, quite a delegation from Los Angeles, included in which was Lucien Shaw, the venerable chief justice of the supreme court of California. Sacramento, Woodland, Davis, Winters, Dixon, Willows and many other northern California towns sent representatives.

JUSTICE SHAW SPEAKS.

Chief Justice Shaw called attention to the fact that the Holland Land district, generally regarded as the premier reclamation district in California, because of its success in financing, development and general expansion, was only at the threshold of its future greatness.

Dean Hutchinson of the University Farm at Davis, Judge C. E. McLaughlin of Sacramento, Attorney Lester Hinsdale, E. A. Gammon and E. H. Archer, a member of the Yolo county board of trade, joined in their approval of the marked success as a result of the efficient promotion work of the Holland Land Company.

President Mendenhall made the principal address of the day, and summed up the work of his company in part as follows:

MENDENHALL SPEAKS.

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

"The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

"The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

"To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a litttle home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

VALUE TO CITY MAN.

"If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the prosperity of his city brethren, will enjoy the task and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

"It is good for all of us, that some of us not now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

REWARDS WORTH WHILE.

"The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

THERMOMETER GOES TO 105 SUNDAY

Sunday was the scorcher and record day of the season with the thermometer registering 105 officially in Woodland and Sacramento, and 110 in Red Bluff and Fresno. And all this happened in the Sacramento and anS Joaquin Valleys, while it was only 104 in Phoenix and 66 in San Francisco. The outlook for today is warm, but not so warm. Prune and graper growers in particular are pleased with the warm weather.

Saturday was a hot day and at 4 o'clock in the afternoon registered 102 in Woodland. This, the third day of the hot wave, promises to go well over the 100 mark, but a break in the heat wave is promised with it.

"There are hundreds of thousands of acres in Upper California which now produce but little, comparatively speaking, because of the lack of a capital investment of from fifty to three hundred dollars per acre, which, when expended, takes these lands out of the category of grain fields and makes of them the ideal high crop value farming community, where the most attractive life imaginable can be lived by the new settlers who are on their way to the West."

Woodland Mail 1922-6-27 Pg 1. Col 1.

MANY FROM YOLO COUNTY AND STATE GATHER AT HOLLAND LAND COMPANY

Just what Expert Hamman had in mind when he referred in his Grand Jury report to the Holland Land Company as the "panhandle of the county," or why we refer to it as the "sunken garden," or simply as Reclamation District No. 999, the fact remains that any one of the three appellations are justified by the richness of the harvests which are now under process of husbanding.

Any housewife will tell you that a skillet is worthless without its handle, readers of history will tell you that the ancient sunken garden was a beauty spot of a kingdom and the particular pride of a king and queen and any engineer will tell you that District No. 999 is, perhaps, the best body of reclaimed land in the entire country. So you have it three ways, and all lead to the same conclusion; it's the most productive land to be found in the Sacramento Valley. There is both ocular and physical demonstration; the eyes furnish the former, the weigher's scales the latter.

This by way of introducing the subject. The company gave its annual picnic on Sunday. Six hundred friends from all over the state became guests for a day and were shown over the property, some 22,000 acres in etxent. An interesting sidelight is the fact that about 16,000 acres have been sold to farmers who are now producing the wonderful crops. The individual holdings average about 150 acres in area.

After the tour of inspection the crowd assembled at the oak grove and were treated to a splendid picnic dinner and all the cooling drinks that human capacity could compass. The service was excellent and for that part of the entertainment Mr. Mandenhall, the managing director, gave full credit to the young men in the employ of the organization.

After the lunch, Gus Olsen, chief engineer of the company, as master of ceremonies, introduced Chief Justice of the Supreme Court, Lucien Shaw, as the first speaker. The jurist paid a tribute to the men who had the vision to give to the people so vast a waste area for the benefit of agriculture in the state. He has been a financial backer of the project and never lost faith in the ultimate success of the undertaking.

He was followed by Claude B. Hutchinson, dean of the University of California Farm at Davis. Mr. Hutchinson is a new comer to the state; but seems to have grasped the importance of such projects as were being viewed and stated that one of the chief aims of the University was to co-operate in all such enterprises.

Judge McLaughlin of Sacramento gave an interesting talk, forceful, sound to the core. "Wed the young man to the soil" and the great social problem will be solved, was the tenor of the Judge's remarks.

Lester Hinsdale, who was born some fifty years ago within a stone's throw of where he stood to talk, gave some intensely interesting reminescences of the district. Until a few years ago the means of travel over the acres was in a boat and the only product was ducks. He said that many times he had seen water standing ten feet deep where the lunch tables were set. His father settled on that particular farm in 1861 and his mother, who was at the picnic, had helped many times to move the family belongings to upper stories and then had been rowed to higher ground to safety. As one looked out over the rich acres, it seemed almost incredible that such could have been the case, yet it is in the memory of most of us that it was almost an annual occurrance to hear that the Clarksburg section was overflowed.

E. A. Gammon, director of the fruit and agricultural bureau and E. H. Archer, president of the Yolo County Chamber of Commerce, closed the program with brief speeches.

While many Woodland people were in attendance, it would have proven a beneficial outing for hundreds more. The lower part of the country is wonderful in its possibilities and we owe it to ourselves as well as our neighbors down there to establish a personal contact for the benefit of the entire county.

(Continued on page three)

Clarksburg Picnic

(Continued from page one)

In speaking of the enterprise which has brounght to successful completion, Mr. J. V. Mendenhall said:

The real purpose of this gathering to which we have invited the business and professional men of the Bay cities, is to carry home to them the idea that the greatest need of the big back-country is the individual units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

The activities and interests of the population of the great metropolitan Bay cities are centered on manufacturing, exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, the brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the present prosperity of his city brethren, will enojy the task, and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

It is good for all of us, that some of us now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

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HOLLAND COMPANY TO RUN AN EXCURSION

San Francisco Business Men to Visit Subdivision at Clarksburg

S.F. Journal 1922 6-21

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Company. A "Down River Holiday" and picnic will be held on its 20,000-acre subdivision fronting at Clarksburg on the west bank of the Sacramento river in Yolo and Solano counties. The party will leave at 7:20 a. m. on the San Francisco-Sacramento Railroad and return home by evening.

Business Men to Visit Clarksburg

S.F. Examiner

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After a swing over the district a picnic lunch will be served under the trees. During this interval five-minute talks will be given by: Lucien Shaw, chief justice of the Supreme Court; Professor Claude B. Hutchison, director of the Col-

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GUESTS

From San Francisco:

Take Key Route ferry, 7:20 a. m.

From Oakland:

Take San Francisco-Sacramento Railroad train, 40th Street and Shafter Avenue, 7:50 a. m.

From Sacramento and nearby points:

Assemble at Lisbon station, San Francisco-Sacramento Railroad, 10:15 a. m.—or go direct to the company headquarters near Clarksburg.

You will get back home by evening.

For further details please communicate with any of the Company's offices:

HOLLAND LAND COMPANY
SAN FRANCISCO
BALFOUR BUILDING · 351 CALIFORNIA STREET
Telephone Sutter 2303

SACRAMENTO
Capital National Bank Building
Seventh and J Streets
Telephone Main 183

CLARKSBURG
The Town on the Property
Telephone Courtland 212

A Few Glorious Hours in the Heart of California

A GLANCE BACK—A GLIMPSE AHEAD

It would not be quite accurate to call it an "open house" affair out in the great outdoors, but that will best express, perhaps, the spirit of the day. The Holland Land Company, which has developed 20,000 acres on the west side of the Sacramento River in Yolo and Solano Counties, is taking the privilege of playing host to those interested in seeing what has been wrought in five years. It is to be a holiday indeed, but one from which you can gain worthwhile information and inspiration—a quickened appreciation of California's agricultural resources.

By Way of Program

1. A swing through the district.
2. A picnic lunch for outdoor appetites at the Grove.
3. A few five-minute talks:
    - Hon. Lucien Shaw, Chief Justice of the Supreme Court, State of California;
    - Professor Claude B. Hutchison, Director of the branch of the College of Agriculture, Davis;
    - Judge C. E. McLaughlin, of Sacramento;
    - E. A. Gammon, Director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce;
    - E. H. Archer, President Yolo County Board of Trade.

TO VISIT CLARKSBURG

1922 — 6-24

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CLARKSBURG (Yolo Co.), June 24. Sacramentans will join with professional and business men of San Francisco and the Bay district and their wives for a trip through the Holland Land Company's tract near here. The San Francisco deputation will arrive to-morrow forenoon after a boat trip up the Bay and the river, the steamer departing at 7:20 a. m.

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Sacto. Bee

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E. A. Gammon, director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce.

E. H. Archer, President Yolo County Board of Trade.

Page 1

Woodland Democrat
1922-6-24

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President J. V. Mendenhall of the Holland Land Company will head the delegation.

S. F. BULLETIN-6-21-22.

Upper California to Be Inspected

Commercial 1922-6-23 News Page 1

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4500 — envelopes to match —

Count me in on your Down-River Holiday, Sunday, June 25. Send transportation for myself and……………………

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to my address ……………………

Signed……………………

From San Francisco: Take Key Route ferry, 7:20 a. m.;
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* * SATURDAY, JUNE 24, 1922 S.F.

EXCURSIONISTS TO SEE CLARKSBURG TOMORROW

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S.F. Journal

URBAN DWELLERS VIEW FARM LAND

S. ~~1922~~-6-26

Real Estate Company Gives Excursion to Promote Investment

ONE THOUSAND ATTEND

Mutual Need of Country and City Is Emphasized by Speakers

San Francisco business "knows how," too, in the opinion of about 1000 representative business and professional men, women and children of the city, bay and Sacramento valley points, who yesterday went picnicking as guests of the Holland Land Company on its "farm" near Clarksburg, fifteen miles down the river from Sacramento.

The purpose of the outing, as expressed by J. V. Mendenhall, president of the Holland Land Company, was primarily to acquaint city dwellers and investors with San Francisco's rich hinterland, of which "much of the urban population is woefully ignorant," he claims.

A preliminary feature of the entertainment was an automobile tour through parts of the company's 20,000 acres, all under cultivation. Among the products which the visitors saw growing in the river's silt deposits, are alfalfa, asparagus, sugar beets, the beginnings of fruit orchards and grain, particularly barley.

After a box luncheon had been served, Chairman Gus Olson, general manager of the company, introduced Hon. Lucien Shaw, Chief Justice of the State Supreme Court, as the first of several five-minute speakers, including: Professor Claude B. Hutchinson, director of the branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director, fruit and agricultural bureau, Sacramento Chamber of Commerce, and E. H. Archer, president Yolo board of trade, all of whom emphasized the importance of developing California's "chief esset," agriculture.

In closing the addresses, President Menhenhall said, in part:

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"The banker, lawyer, physician, merchant or broker of the cities hardly realizes how basic is the production of the big back country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city.

"To get more closely in touch with the needs of the back country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

"There are hundreds of thousands of acres in upper California which now produce but little, comparatively speaking, because of the lack of investment of from $50 to $300 per acre which, when expanded, takes these lands out of the category of grain fields and makes of them the ideal farming community, where the most attractive life can be lived by settlers.

VIEW DISTRICT

Sacramento Bee

Five Hundred Picnickers See Holland Land Project; Several Talks Made

1922 6-26

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State Farm Head Talks.

Claude B. Hutchison, Director of the University Farm, Davis, was enthusiastic over the growing crops, saying he never had seen better alfalfa or potatoes.

"The College of Agriculture is much interested in the development of the agriculture of California," he said. "But our problem is great. We have to cover a territory as great as that of sixteen Atlantic States with sixteen agricultural colleges."

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Regarding the Japanese problem, Judge McLaughlin said the way to solve the problem is to get them off the land.

"It is the duty of every citizen to buy land in California and see that it is tilled by Caucasians," said he. "The solution of the problem is for the sons of California to take the soil of California and till it themselves."

Lester Hinsdale, E. A. Gammon, representing the Fruit and Agricultural Bureau of the Sacramento Chamber of Commerce, and E. A. Archer, representing the Yolo Board of Trade, made short addresses.

Closing the program, J. V. Mendenhall, President of the Holland company, stressed the importance of the urban resident aiding in the upbuilding of the back country through actual ownership and development of farms.

Woodland Democrat 1922-6-26

500, Many From Woodland Guests of Holland Land Co.; Mendenhall Tells Plans

Page 1.

More than five hundred Superior California people visited Yolo county's wealth belt at Clarksburg and the Holland Land district yesterday.

A picnic lunch with an abundance to eat and drink was served in the big grove adjoining headquarters. This was followed by two hours allocated to representatives of the state and county who desired to pay tribute to President J. H. Mendenhall and his workers for their achievement.

About two hundred and fifty came from San Francisco, quite a delegation from Los Angeles, included in which was Lucien Shaw, the venerable chief justice of the supreme court of California. Sacramento, Woodland, Davis, Winters, Dixon, Willows and many other northern California towns sent representatives.

JUSTICE SHAW SPEAKS.

Chief Justice Shaw called attention to the fact that the Holland Land district, generally regarded as the premier reclamation district in California, because of its success in financing, development and general expansion, was only at the threshold of its future greatness.

Dean Hutchinson of the University Farm at Davis, Judge C. E. McLaughlin of Sacramento, Attorney Lester Hinsdale, E. A. Gammon and E. H. Archer, a member of the Yolo county board of trade, joined in their approval of the marked success as a result of the efficient promotion work of the Holland Land Company.

President Mendenhall made the principal address of the day, and summed up the work of his company in part as follows:

MENDENHALL SPEAKS.

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

"The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

"The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

"To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a litttle home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

VALUE TO CITY MAN.

"If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the prosperity of his city brethren, will enjoy the task and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

"It is good for all of us, that some of us not now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

REWARDS WORTH WHILE.

"The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

THERMOMETER GOES TO 105 SUNDAY

Sunday was the scorcher a1d record day of the season with the thermometer registering 105 officially in Woodland and Sacramento, and 110 in Red Bluff and Fresno. And all this happened in the Sacramento and anS Joaquin Valleys, while it was only 104 in Phoenix and 66 in San Francisco. The outlook for today is warm, but not so warm. Prune and graper growers in particular are pleased with the warm weather.

Saturday was a hot day and at 4 o'clock in the afternoon registered 102 in Woodland. This, the third day of the hot wave, promises to go well over the 100 mark, but a break in the heat wave is promisqd with it.

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Holland Land Co. Excursion Was a Decided Success

Page 1

Commercial ~~News~~ 1922-6-27

That the Holland Land Company's excursion and picnic last Sunday was a huge success is quite evident from the favorable comments yesterday on the part of those who were fortunate enough to have been guests.

The trip included a trip over the company's vast holdings in the Sacramento Valley and a picnic on their property situated near the town of Clarksburg, about fifteen miles southwest of Sacramento, where quite an elaborate luncheon was served and instrumental as well as vocal music furnished by a jazz orchestra.

The arrangements were well planned and although the weather was unusually warm everybody enjoyed themselves to the utmost.

Speeches were made by several men prominent in the affairs of this State, among them being Chief Justice Shaw of the Supreme Court of California, H. C. Hendrickson, superintendent of agriculture at the University of California at Davis, Judge McLaughlin, J. V. Mendenhall, president of the Holland Land Co., and G. F. Olson, general manager for the Holland Land Co., who also introduced the speakers.

The attendance was a representative one, comprising men prominent in business and professional circles from this city as well as cities generally around the Bay, and it is safe to say they came away with a clearer understanding of the richness of the Sacramento Valley in general and the Holland Land Company's holdings in particular.

Woodland Mail 1922-6-27 Pg 1.

Col 1.

MANY FROM YOLO COUNTY AND STATE GATHER AT HOLLAND LAND COMPANY

Just what Expert Hamman had in mind when he referred in his Grand Jury report to the Holland Land Company as the "panhandle of the county," or why we refer to it as the "sunken garden," or simply as Reclamation District No. 999, the fact remains that any one of the three appellations are justified by the richness of the harvests which are now under process of husbanding.

Any housewife will tell you that a skillet is worthless without its handle, readers of history will tell you that the ancient sunken garden was a beauty spot of a kingdom and the particular pride of a king and queen and any engineer will tell you that District No. 999 is, perhaps, the best body of reclaimed land in the entire country. So you have it three ways, and all lead to the same conclusion; it's the most productive land to be found in the Sacramento Valley. There is both ocular and physical demonstration; the eyes furnish the former, the weigher's scales the latter.

This by way of introducing the subject. The company gave its annual picnic on Sunday. Six hundred friends from all over the state became guests for a day and were shown over the property, some 22,000 acres in etxent. An interesting sidelight is the fact that about 16,000 acres have been sold to farmers who are now producing the wonderful crops. The individual holdings average about 150 acres in area.

After the tour of inspection the crowd assembled at the oak grove and were treated to a splendid picnic dinner and all the cooling drinks that human capacity could compass. The service was excellent and for that part of the entertainment Mr. Mandenhall, the managing director, gave full credit to the young men in the employ of the organization.

After the lunch, Gus Olsen, chief engineer of the company, as master of ceremonies, introduced Chief Justice of the Supreme Court, Lucien Shaw, as the first speaker. The jurist paid a tribute to the men who had the vision to give to the people so vast a waste area for the benefit of agriculture in the state. He has been a financial backer of the project and never lost faith in the ultimate success of the undertaking.

He was followed by Claude B. Hutchinson, dean of the University of California Farm at Davis. Mr. Hutchinson is a new comer to the state, but seems to have grasped the importance of such projects as were being viewed and stated that one of the chief aims of the University was to co-operate in all such enterprises.

Judge McLaughlin of Sacramento gave an interesting talk, forceful, sound to the core. "Wed the young man to the soil" and the great social problem will be solved, was the tenor of the Judge's remarks.

Lester Hinsdale, who was born some fifty years ago within a stone's throw of where he stood to talk, gave some intensely interesting reminescences of the district. Until a few years ago the means of travel over the acres was in a boat and the only product was ducks. He said that many times he had seen water standing ten feet deep where the lunch tables were set. His father settled on that particular farm in 1861 and his mother, who was at the picnic, had helped many times to move the family belongings to upper stories and then had been rowed to higher ground to safety. As one looked out over the rich acres, it seemed almost incredible that such could have been the case, yet it is in the memory of most of us that it was almost an annual occurrance to hear that the Clarksburg section was overflowed.

E. A. Gammon, director of the fruit and agricultural bureau and E. H. Archer, president of the Yolo County Chamber of Commerce, closed the program with brief speeches.

While many Woodland people were in attendance, it would have proven a beneficial outing for hundreds more. The lower part of the country is wonderful in its possibilities and we owe it to ourselves as well as our neighbors down there to establish a personal contact for the benefit of the entire county.

(Continued on page three)

Clarksburg Picnic

(Continued from page one)

In speaking of the enterprise which has brounght to successful completion, Mr. J. V. Mendenhall said:

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HOLLAND COMPANY TO RUN AN EXCURSION

San Francisco Business Men to Visit Subdivision at Clarksburg

1922 S.F. Journal 6-21

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Business Men to Visit Clarksburg

S.F. Examiner

To see the developments of the last four or five years in the diversified farming district west of Clarksburg on the Sacramento River, fifteen miles below the capital, a delegation of San Francisco business and professional men will leave this city tomorrow morning on the 7:20 Key Route boat, returning early in the evening. The Holland Land Company, which subdivided the tract, is sponsoring the "exploration" trip, and has extended a general invitation to men of affairs and their wives to spend a down-river holiday as its guests.

After a swing over the district a picnic lunch will be served under the trees. During this interval five-minute talks will be given by: Lucien Shaw, chief justice of the Supreme Court; Professor Claude B. Hutchison, director of the Col-

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TO VISIT CLARKSBURG

1922 — 6-24

Sacramentans to Join With San Francisco Party on Excursion And Picnic To-morrow.

CLARKSBURG (Yolo Co.), June 24. Sacramentans will join with professional and business men of San Francisco and the Bay district and their wives for a trip through the Holland Land Company's tract near here. The San Francisco deputation will arrive to-morrow forenoon after a boat trip up the Bay and the river, the steamer departing at 7:20 a. m.

After a swing around the district the visitors will be served a picnic lunch under the trees.

Five-minute talks are to be given by the following:

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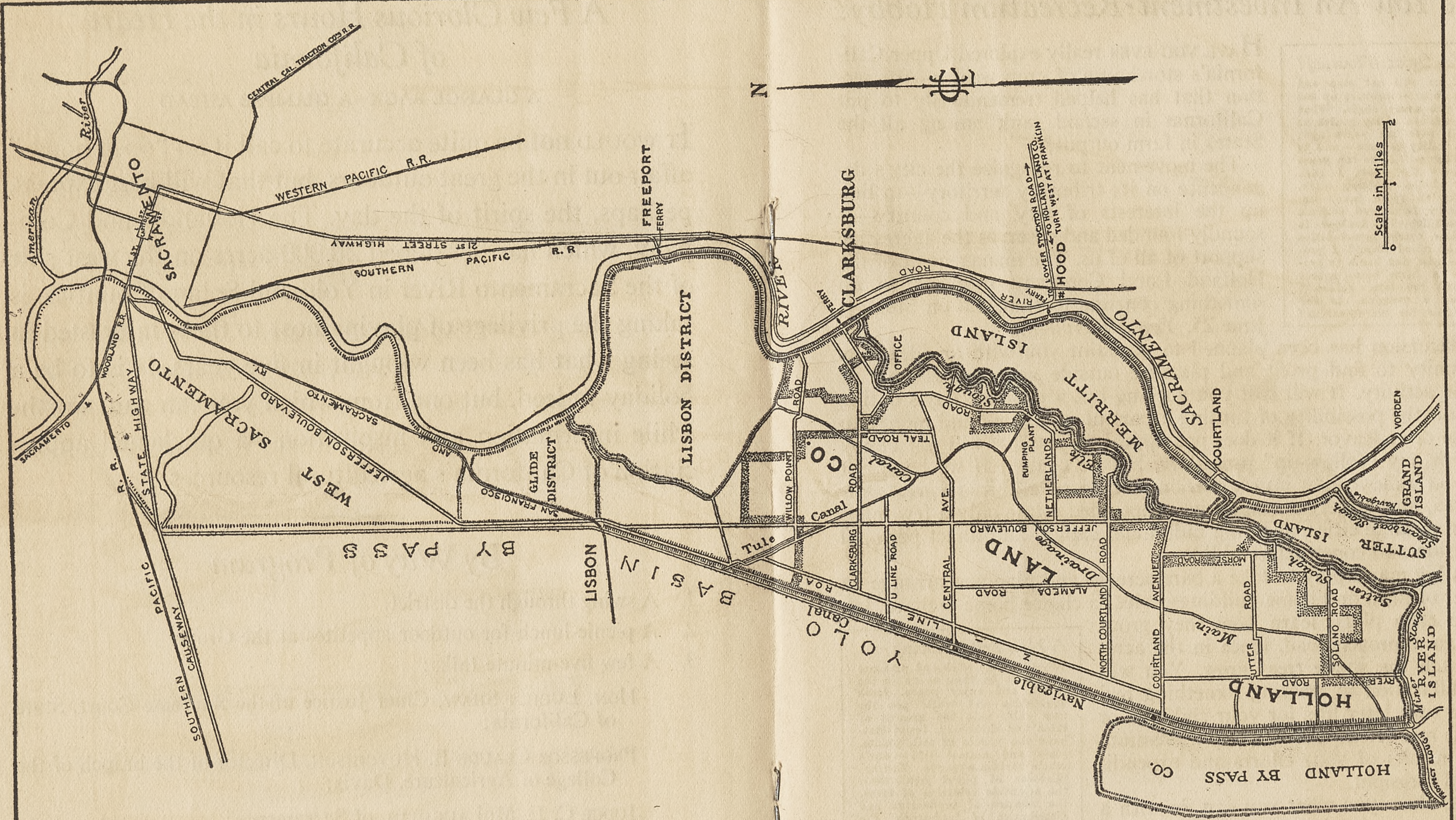

A SEGMENT OF UPPER CALIFORNIA

20,000 acres of sediment soil—the type of land that has placed the Sacramento River first in the United States in cargo values per ton.

E. H. Archer Is Picnic Speaker

Following is the program to be presented at the Holland Land Company's picnic to be held at Lisbon Sunday, and to which the public is cordially invited:

A swing through the district.

A picnic lunch for outdoor appetites at the grove.

A few five-minute talks:

Hon. Lucien Shaw, Chief Justice of the Supreme Court, State of California.

Professor Claudge B. Hutchison, director of the branch of the College of Agriculture, Davis.

Judge C. E. McLaughlin, of Sacramento.

E. A. Gammon, director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce.

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Woodland Democrat 1922-6-24

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Closing the program, J. V. Mendenhall, President of the Holland company, stressed the importance of the urban resident aiding in the upbuilding of the back country through actual ownership and development of farms.

Holland Land Co. Excursion Was a Decided Success

Page 1

Commercial ~~News~~ 1922-6-27

That the Holland Land Company's excursion and picnic last Sunday was a huge success is quite evident from the favorable comments yesterday on the part of those who were fortunate enough to have been guests.

The trip included a trip over the company's vast holdings in the Sacramento Valley and a picnic on their property situated near the town of Clarksburg, about fifteen miles southwest of Sacramento, where quite an elaborate luncheon was served and instrumental as well as vocal music furnished by a jazz orchestra.

The arrangements were well planned and although the weather was unusually warm everybody enjoyed themselves to the utmost.

Speeches were made by several men prominent in the affairs of this State, among them being Chief Justice Shaw of the Supreme Court of California, H. C. Hendrickson, superintendent of agriculture at the University of California at Davis, Judge McLaughlin, J. V. Mendenhall, president of the Holland Land Co., and G. F. Olson, general manager for the Holland Land Co., who also introduced the speakers.

The attendance was a representative one, comprising men prominent in business and professional circles from this city as well as cities generally around the Bay, and it is safe to say they came away with a clearer understanding of the richness of the Sacramento Valley in general and the Holland Land Company's holdings in particular.

Woodland Democrat 1922-6-26

500, Many From Woodland Guests of Holland Land Co.; Mendenhall Tells Plans

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A picnic lunch with an abundance to eat and drink was served in the big grove adjoining headquarters. This was followed by two hours allocated to representatives of the state and county who desired to pay tribute to President J. H. Mendenhall and his workers for their achievement.

About two hundred and fifty came from San Francisco, quite a delegation from Los Angeles, included in which was Lucien Shaw, the venerable chief justice of the supreme court of California. Sacramento, Woodland, Davis, Winters, Dixon, Willows and many other northern California towns sent representatives.

JUSTICE SHAW SPEAKS.

Chief Justice Shaw called attention to the fact that the Holland Land district, generally regarded as the premier reclamation district in California, because of its success in financing, development and general expansion, was only at the threshold of its future greatness.

Dean Hutchinson of the University Farm at Davis, Judge C. E. McLaughlin of Sacramento, Attorney Lester Hinsdale, E. A. Gammon and E. H. Archer, a member of the Yolo county board of trade, joined in their approval of the marked success as a result of the efficient promotion work of the Holland Land Company.

President Mendenhall made the principal address of the day, and summed up the work of his company in part as follows:

MENDENHALL SPEAKS.

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

"The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

"The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

"To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a litttle home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

VALUE TO CITY MAN.

"If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the prosperity of his city brethren, will enjoy the task and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

"It is good for all of us, that some of us not now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

REWARDS WORTH WHILE.

"The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

THERMOMETER GOES TO 105 SUNDAY

Sunday was the scorcher and record day of the season with the thermometer registering 105 officially in Woodland and Sacramento, and 110 in Red Bluff and Fresno. And all this happened in the Sacramento and anS Joaquin Valleys, while it was only 104 in Phoenix and 66 in San Francisco. The outlook for today is warm, but not so warm. Prune and graper growers in particular are pleased with the warm weather.

Saturday was a hot day and at 4 o'clock in the afternoon registered 102 in Woodland. This, the third day of the hot wave, promises to go well over the 100 mark, but a break in the heat wave is promised with it.

"There are hundreds of thousands of acres in Upper California which now produce but little, comparatively speaking, because of the lack of a capital investment of from fifty to three hundred dollars per acre, which, when expended, takes these lands out of the category of grain fields and makes of them the ideal high crop value farming community, where the most attractive life imaginable can be lived by the new settlers who are on their way to the West."

Woodland Mail 1922-6-27 Pg 1. Col 1.

MANY FROM YOLO COUNTY AND STATE GATHER AT HOLLAND LAND COMPANY

Just what Expert Hamman had in mind when he referred in his Grand Jury report to the Holland Land Company as the "panhandle of the county," or why we refer to it as the "sunken garden," or simply as Reclamation District No. 999, the fact remains that any one of the three appellations are justified by the richness of the harvests which are now under process of husbanding.

Any housewife will tell you that a skillet is worthless without its handle, readers of history will tell you that the ancient sunken garden was a beauty spot of a kingdom and the particular pride of a king and queen and any engineer will tell you that District No. 999 is, perhaps, the best body of reclaimed land in the entire country. So you have it three ways, and all lead to the same conclusion; it's the most productive land to be found in the Sacramento Valley. There is both ocular and physical demonstration; the eyes furnish the former, the weigher's scales the latter.

This by way of introducing the subject. The company gave its annual picnic on Sunday. Six hundred friends from all over the state became guests for a day and were shown over the property, some 22,000 acres in etxent. An interesting sidelight is the fact that about 16,000 acres have been sold to farmers who are now producing the wonderful crops. The individual holdings average about 150 acres in area.

After the tour of inspection the crowd assembled at the oak grove and were treated to a splendid picnic dinner and all the cooling drinks that human capacity could compass. The service was excellent and for that part of the entertainment Mr. Mandenhall, the managing director, gave full credit to the young men in the employ of the organization.

After the lunch, Gus Olsen, chief engineer of the company, as master of ceremonies, introduced Chief Justice of the Supreme Court, Lucien Shaw, as the first speaker. The jurist paid a tribute to the men who had the vision to give to the people so vast a waste area for the benefit of agriculture in the state. He has been a financial backer of the project and never lost faith in the ultimate success of the undertaking.

He was followed by Claude B. Hutchinson, dean of the University of California Farm at Davis. Mr. Hutchinson is a new comer to the state, but seems to have grasped the importance of such projects as were being viewed and stated that one of the chief aims of the University was to co-operate in all such enterprises.

Judge McLaughlin of Sacramento gave an interesting talk, forceful, sound to the core. "Wed the young man to the soil" and the great social problem will be solved, was the tenor of the Judge's remarks.

Lester Hinsdale, who was born some fifty years ago within a stone's throw of where he stood to talk, gave some intensely interesting reminescences of the district. Until a few years ago the means of travel over the acres was in a boat and the only product was ducks. He said that many times he had seen water standing ten feet deep where the lunch tables were set. His father settled on that particular farm in 1861 and his mother, who was at the picnic, had helped many times to move the family belongings to upper stories and then had been rowed to higher ground to safety. As one looked out over the rich acres, it seemed almost incredible that such could have been the case, yet it is in the memory of most of us that it was almost an annual occurrance to hear that the Clarksburg section was overflowed.

E. A. Gammon, director of the fruit and agricultural bureau and E. H. Archer, president of the Yolo County Chamber of Commerce, closed the program with brief speeches.

While many Woodland people were in attendance, it would have proven a beneficial outing for hundreds more. The lower part of the country is wonderful in its possibilities and we owe it to ourselves as well as our neighbors down there to establish a personal contact for the benefit of the entire county.

(Continued on page three)

Clarksburg Picnic

(Continued from page one)

In speaking of the enterprise which has brounght to successful completion, Mr. J. V. Mendenhall said:

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HOLLAND COMPANY TO RUN AN EXCURSION

San Francisco Business Men to Visit Subdivision at Clarksburg

S.F. Journal 1922 6-21

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Company. A "Down River Holiday" and picnic will be held on its 20,000-acre subdivision fronting at Clarksburg on the west bank of the Sacramento river in Yolo and Solano counties. The party will leave at 7:20 a. m. on the San Francisco-Sacramento Railroad and return home by evening.

Business Men to Visit Clarksburg

S.F. Examiner

To see the developments of the last four or five years in the diversified farming district west of Clarksburg on the Sacramento River, fifteen miles below the capital, a delegation of San Francisco business and professional men will leave this city tomorrow morning on the 7:20 Key Route boat, returning early in the evening. The Holland Land Company, which subdivided the tract, is sponsoring the "exploration" trip, and has extended a general invitation to men of affairs and their wives to spend a down-river holiday as its guests.

After a swing over the district a picnic lunch will be served under the trees. During this interval five-minute talks will be given by: Lucien Shaw, chief justice of the Supreme Court; Professor Claude B. Hutchison, director of the Col-

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TO VISIT CLARKSBURG

1922 — 6-24

Sacramentans to Join With San Francisco Party on Excursion And Picnic To-morrow.

CLARKSBURG (Yolo Co.), June 24. Sacramentans will join with professional and business men of San Francisco and the Bay district and their wives for a trip through the Holland Land Company's tract near here. The San Francisco deputation will arrive to-morrow forenoon after a boat trip up the Bay and the river, the steamer departing at 7:20 a. m.

After a swing around the district the visitors will be served a picnic lunch under the trees.

Five-minute talks are to be given by the following:

Lucien Shaw, Chief Justice of the Supreme Court, State of California; Professor Claude B. Hutchison, Director o fthe branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, Director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce; E. H. Archer, President Yolo County Board of Trade.

Sacto. Bee

Have You An Investment-Recreation Hobby?

Have You Quizzed Yourself?

Most of us will not stop and plan the future—measure up our status from every angle. What is the condition of my health as compared with ten years ago; and my ability to earn—and to save? What will it be ten years from now? For years I have watched choice building sites, the protected spots taken up, seen nearby farm and orchard land subdivided—doubled in price. How many opportunities have I let slip? Should I preempt one now and begin to prepare for a farm home estate before it's too late, before I must pay a premium to the other fellow for his foresight?

HAVE YOU EVER really explored Upper California's storehouse of crop wealth—the section that has helped tremendously to put California in second rank among all the States in farm output?

The movement to recognize the city's dependence on its tributary territory—to link up the interests of city and country—is soundly founded and deserves the aggressive support of all of us. The management of the Holland Land Company proposes to do something concrete to that end on Sunday, June 25. *You are invited.*

An excursion has been planned to acquaint you with an idea: the opportunity to find profit and pleasure outside your professional or business activity. It will cost you nothing but a pleasant day's outing to exploit the possibility of turning a part of your time and money to this line of endeavor. If it does not appeal to you, we will not annoy you with any "follow-up" procedure, but be content if we have but given you some insight into a portion of Upper California's great outdoor area, now largely an expansive, unpeopled estate only a few miles away from large cities, awaiting individual capital and direct personal supervision and constructive ability.

It's a big man's play to take a bare acreage and plan and arrange an ideal set of farm and home buildings, select a choice home orchard, lay out the crop plots, learn how they grow, gravel an approach road, fence in the acreage, watch the shade trees grow. You will find exhilaration in creating something real for your own later life, for your children, or for some new settler who will pay a premium for the results of your efforts and expenditure and foresight.

Let us show you what you can do with a Bartlett pear orchard, asparagus, alfalfa and other high value crops. Ring up Sutter 2303, or call on us in the Balfour Building, and make your reservation for June 25.

A New Zest in Living

What greater week-end pleasure can there be than to go to the ranch, and enjoy peace, fresh vegetables and fruit, pet the new calf, note the growth of trees and shrubbery, learn first-hand the secrets of soil, plants, trees and animal life—one's whole horizon expands. The application of power equipment, the scientific selection of trees, the relation of production and distribution of food-stuffs, the significance of co-operative marketing—a score of new interests will develop, present-day problems will tend to clarify, and a keener comprehension of the trend of the times will result.

Crops Grown in the Clarksburg Country

Alfalfa
Asparagus
Beans
Celery
Cherries
Corn
Garden Truck
Grain
Grapes
Hops
Onions
Peaches
Pears
Peas
Plums
Potatoes
Prunes
Seed to sell
Spinach
Sugar Beets

The Day of Diversified Farming has arrived in Clarksburg

E. H. Archer Is Picnic Speaker

Following is the program to be presented at the Holland Land Company's picnic to be held at Lisbon Sunday, and to which the public is cordially invited:

A swing through the district.

A picnic lunch for outdoor appetites at the grove.

A few five-minute talks:

Hon. Lucien Shaw, Chief Justice of the Supreme Court, State of California.

Professor Claudge B. Hutchison, director of the branch of the College of Agriculture, Davis.

Judge C. E. McLaughlin, of Sacramento.

E. A. Gammon, director Fruit and Agricultural Bureau, Sacramento Chamber of Commerce.

E. H. Archer, President Yolo County Board of Trade.

Page 1
Woodland Democrat
1922-6-24

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barley crop is running heavier than was expected, averaging from thirty to thirty-five sacks to the acre, of good, heavy quality. Early indications point to the biggest yield in a number of years.

Holland Land Excursion

San Francisco business and professional men are to have an opportunity to explore a segment of Upper California's diversified agricultural development next Sunday as guests of the Holland Land Company, which is staging a "Down River Holiday" and picnic on its 20,000-acre subdivision fronting at Clarksburg, on the west bank of the Sacramento River, in Yolo and Solano counties. The party is leaving on the 7:20 a. m. San Francisco-Sacramento Railroad train, and the visitors will be returned home by evening.

Holiday" on the company's 20,000-acre tract west of Clarksburg on the Sacramento River.

Some two hundred will take the 7:20 Key Route boat tomorrow morning for the day's outing and the number will be several times augumented by those who will go by automobile from other cities and from the interior.

President J. V. Mendenhall of the Holland Land Company will head the delegation.

S. F. BULLETIN-6-21-22.

4500 — envelopes to match —

Count me in on your DOWN-RIVER HOLIDAY, Sunday, June 25. Send transportation for myself and ....

....

to my address ....

Signed ....

From San Francisco: Take Key Route férry, 7:20 a. m.;
From Oakland: Take San Francisco-Sacramento train, 40th Street and Shafter Avenue, 7:50 a. m.

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* * SATURDAY, JUNE 24, 1922 S.F.

EXCURSIONISTS TO SEE CLARKSBURG TOMORROW

Another business and professional men's "exploration" trip into California's hinterland is scheduled for tomorrow, the objective being Clarksburg, fronting on the Sacramento River, fifteen miles below the capital, and the 20,000 acre diversified farming community behind it.

The party will leave on the 7:20 Key Route boat and the return trip will be completed by evening.

The Holland Land Company, subdividers of the track, will hold "open house," and after taking its guests for a swing through the fields of beans, alfalfa, sugar beets, asparagus, garden truck and the seed beds, past orchards of pears, peaches and plums, a picnic lunch "for outdoor appetites" will be served to its guests. It is to be in no sense a stag party.

During the picnic hour there will be five minute talks by Hon. Lucien Shaw, chief justice of the Supreme Court, state of California; Prof. Claude B. Hutchison, director of the branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director fruit and agricultural bureau, Sacramento Chamber of Commerce, and E. H. Archer, president Yolo County Board of Trade.

Upper California to Be Inspected

Commercial 1922-6-23 News Page 1

Business and professional men of San Francisco and the bay cities who have had little opportunity to explore the resources of the agricultural empire tributary to the metropolis are being proffered invitations by the Holland Land Company to accompany its officers on a "Down-River Holiday" and picnic next Sunday. The program provides for a swing through the 20,000 acre diversified farming district that the company has subdivided and a luncheon for "outdoor appetites" under the trees.

President J. V. Mendenhall extended a personal invitation to the members of the California Development Association at their meeting yesterday to make the trip, the association having undertaken a specific program to emphasize the interdependence of the city and its farming back country.

The party will leave on the 7:20 Key Route boat Sunday morning, returning by evening.

S.F. Journal

URBAN DWELLERS VIEW FARM LAND

S 1922-6-26

Real Estate Company Gives Excursion to Promote Investment

ONE THOUSAND ATTEND

Mutual Need of Country and City Is Emphasized by Speakers

San Francisco business "knows how," too, in the opinion of about 1000 representative business and professional men, women and children of the city, bay and Sacramento valley points, who yesterday went picnicking as guests of the Holland Land Company on its "farm" near Clarksburg, fifteen miles down the river from Sacramento.

The purpose of the outing, as expressed by J. V. Mendenhall, president of the Holland Land Company, was primarily to acquaint city dwellers and investors with San Francisco's rich hinterland, of which "much of the urban population is woefully ignorant," he claims.

A preliminary feature of the entertainment was an automobile tour through parts of the company's 20,000 acres, all under cultivation. Among the products which the visitors saw growing in the river's silt deposits, are alfalfa, asparagus, sugar beets, the beginnings of fruit orchards and grain, particularly barley.

After a box luncheon had been served, Chairman Gus Olson, general manager of the company, introduced Hon. Lucien Shaw, Chief Justice of the State Supreme Court, as the first of several five-minute speakers, including: Professor Claude B. Hutchinson, director of the branch of the College of Agriculture, Davis; Judge C. E. McLaughlin of Sacramento; E. A. Gammon, director, fruit and agricultural bureau, Sacramento Chamber of Commerce, and E. H. Archer, president Yolo board of trade, all of whom emphasized the importance of developing California's "chief esset," agriculture.

In closing the addresses, President Menhenhall said, in part:

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities is to carry home to them the idea that the greatest need of the big back country is capital for the more intensive improvement required in this second stage of development."

"The banker, lawyer, physician, merchant or broker of the cities hardly realizes how basic is the production of the big back country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city.

"To get more closely in touch with the needs of the back country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

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VIEW DISTRICT

Sacramento Bee

Five Hundred Picnickers See Holland Land Project; Several Talks Made

1922 6-26

CLARKSBURG (Yolo Co.), June 26. Five hundred people were the guests of the Holland Land Company yesterday at a picnic held near Clarksburg. The guests came from San Francisco, Oakland, Sacramento and from other points around the country.

Arriving in the Holland company's holding in the morning, the visitors were taken on an automobile ride through the district, and were shown for two hours the diversity and excellence of the crops grown there. At noon a lunch was served in an oak grove near the company's headquarters, and this was followed by a program of short talks.

The ride through the district was a kaleidoscopic picture of intensive farming. Asparagus, onions, potatoes, beans, nearly every vegetable that has been associated with big profits in the last few years, was seen growing. Barley was being harvested in some places in the district.

Lucien Shaw, Chief Justice of the Supreme Court of the State, called attention to the importance of agriculture generally.

State Farm Head Talks.

Claude B. Hutchison, Director of the University Farm, Davis, was enthusiastic over the growing crops, saying he never had seen better alfalfa or potatoes.

"The College of Agriculture is much interested in the development of the agriculture of California," he said. "But our problem is great. We have to cover a territory as great as that of sixteen Atlantic States with sixteen agricultural colleges."

Judge C. E. McLaughlin of Sacramento advised the picnickers that the boys must be kept on the farm.

"Ban the Japanese."

Regarding the Japanese problem, Judge McLaughlin said the way to solve the problem is to get them off the land.

"It is the duty of every citizen to buy land in California and see that it is tilled by Caucasians," said he. "The solution of the problem is for the sons of California to take the soil of California and till it themselves."

Lester Hinsdale, E. A. Gammon, representing the Fruit and Agricultural Bureau of the Sacramento Chamber of Commerce, and E. A. Archer, representing the Yolo Board of Trade, made short addresses.

Closing the program, J. V. Mendenhall, President of the Holland company, stressed the importance of the urban resident aiding in the upbuilding of the back country through actual ownership and development of farms.

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THERMOMETER GOES TO 105 SUNDAY

Sunday was the scorcher and record day of the season with the thermometer registering 105 officially in Woodland and Sacramento, and 110 in Red Bluff and Fresno. And all this happened in the Sacramento and anS Joaquin Valleys, while it was only 104 in Phoenix and 66 in San Francisco. The outlook for today is warm, but not so warm. Prune and graper growers in particular are pleased with the warm weather.

Saturday was a hot day and at 4 o'clock in the afternoon registered 102 in Woodland. This, the third day of the hot wave, promises to go well over the 100 mark, but a break in the heat wave is promised with it.

Woodland Mail 1922-6-27 Pg1.

Col 1.

MANY FROM YOLO COUNTY AND STATE GATHER AT HOLLAND LAND COMPANY

Just what Expert Hamman had in mind when he referred in his Grand Jury report to the Holland Land Company as the "panhandle of the county," or why we refer to it as the "sunken garden," or simply as Reclamation District No. 999, the fact remains that any one of the three appellations are justified by the richness of the harvests which are now under process of husbanding.

Any housewife will tell you that a skillet is worthless without its handle, readers of history will tell you that the ancient sunken garden was a beauty spot of a kingdom and the particular pride of a king and queen and any engineer will tell you that District No. 999 is, perhaps, the best body of reclaimed land in the entire country. So you have it three ways, and all lead to the same conclusion; it's the most productive land to be found in the Sacramento Valley. There is both ocular and physical demonstration; the eyes furnish the former, the weigher's scales the latter.

This by way of introducing the subject. The company gave its annual picnic on Sunday. Six hundred friends from all over the state became guests for a day and were shown over the property, some 22,000 acres in etxent. An interesting sidelight is the fact that about 16,000 acres have been sold to farmers who are now producing the wonderful crops. The individual holdings average about 150 acres in area.

After the tour of inspection the crowd assembled at the oak grove and were treated to a splendid picnic dinner and all the cooling drinks that human capacity could compass. The service was excellent and for that part of the entertainment Mr. Mandenhall, the managing director, gave full credit to the young men in the employ of the organization.

After the lunch, Gus Olsen, chief engineer of the company, as master of ceremonies, introduced Chief Justice of the Supreme Court, Lucien Shaw, as the first speaker. The jurist paid a tribute to the men who had the vision to give to the people so vast a waste area for the benefit of agriculture in the state. He has been a financial backer of the project and never lost faith in the ultimate success of the undertaking.

He was followed by Claude B. Hutchinson, dean of the University of California Farm at Davis. Mr. Hutchinson is a new comer to the state, but seems to have grasped the importance of such projects as were being viewed and stated that one of the chief aims of the University was to co-operate in all such enterprises.

Judge McLaughlin of Sacramento gave an interesting talk, forceful, sound to the core. "Wed the young man to the soil" and the great social problem will be solved, was the tenor of the Judge's remarks.

Lester Hinsdale, who was born some fifty years ago within a stone's throw of where he stood to talk, gave some intensely interesting reminescences of the district. Until a few years ago the means of travel over the acres was in a boat and the only product was ducks. He said that many times he had seen water standing ten feet deep where the lunch tables were set. His father settled on that particular farm in 1861 and his mother, who was at the picnic, had helped many times to move the family belongings to upper stories and then had been rowed to higher ground to safety. As one looked out over the rich acres, it seemed almost incredible that such could have been the case, yet it is in the memory of most of us that it was almost an annual occurrance to hear that the Clarksburg section was overflowed.

E. A. Gammon, director of the fruit and agricultural bureau and E. H. Archer, president of the Yolo County Chamber of Commerce, closed the program with brief speeches.

While many Woodland people were in attendance, it would have proven a beneficial outing for hundreds more. The lower part of the country is wonderful in its possibilities and we owe it to ourselves as well as our neighbors down there to establish a personal contact for the benefit of the entire county.

(Continued on page three)

Clarksburg Picnic

(Continued from page one)

In speaking of the enterprise which has brounght to successful completion, Mr. J. V. Mendenhall said:

The real purpose of this gathering to which we have invited the business and professional men of the Bay cities, is to carry home to them the idea that the greatest need of the big back-country is the individual units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

The activities and interests of the population of the great metropolitan Bay cities are centered on manufacturing, exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, the brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the present prosperity of his city brethren, will enojy the task, and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

It is good for all of us, that some of us now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

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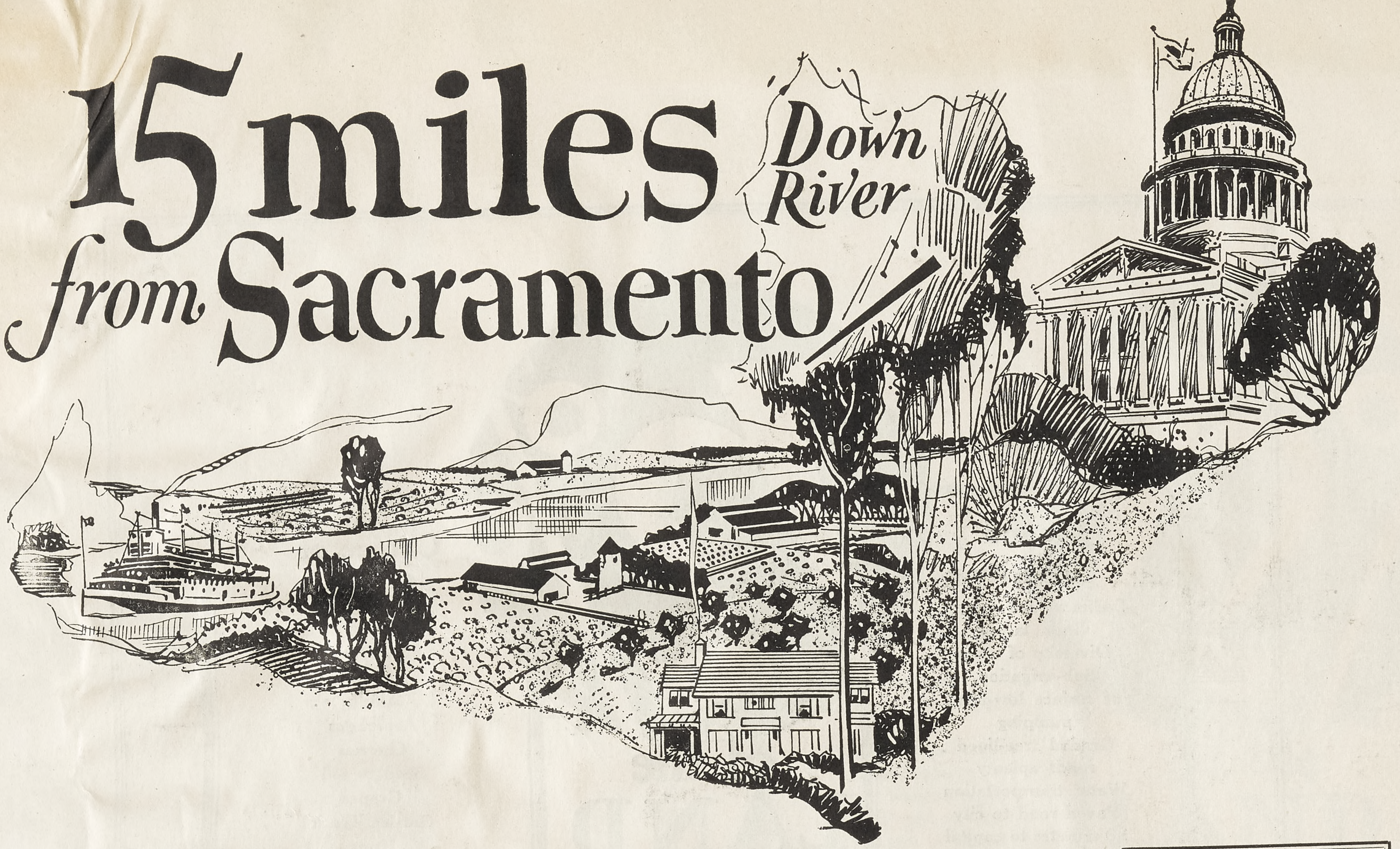
18.　　#500 reprints - 2 sides　　June 1922

15 miles *Down River* from Sacramento



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- Pears
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- Seed to sell
- Grapes
- Garden Truck
- Hops
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- Celery
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HOLLAND LAND COMPANY

Sacramento
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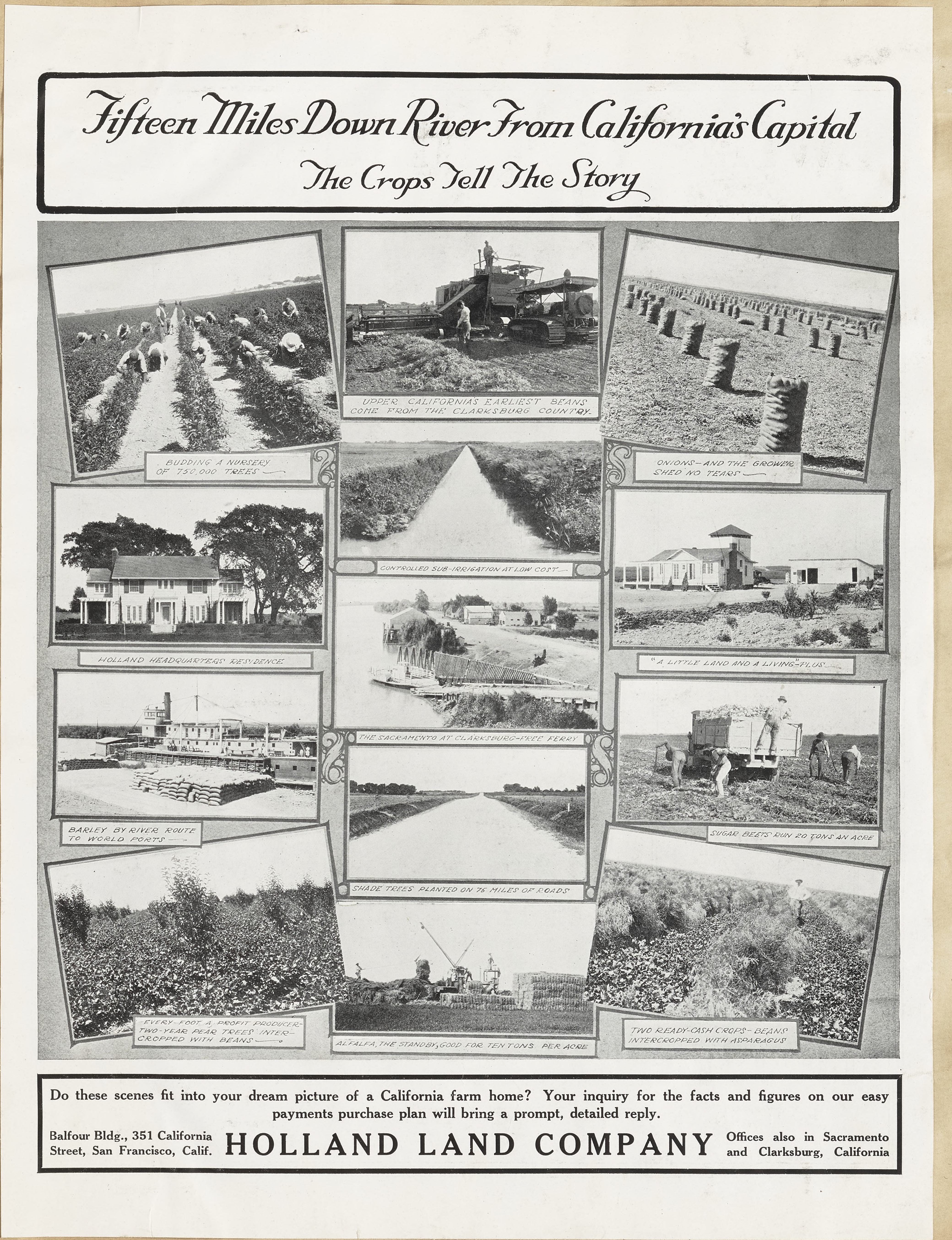

Fifteen Miles Down River From California's Capital

The Crops Tell The Story

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ONIONS—AND THE GROWER SHED NO TEARS

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Balfour Bldg., 351 California
Street, San Francisco, Calif.

HOLLAND LAND COMPANY

Offices also in Sacramento
and Clarksburg, California

For prospects; Shrine Week; picnic

18.

500 reprints - 2 sides June 1922

72% of the LAND sold-to date was bought by former & tenants or neighboring farmers

Sound Security

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What does this fact-figure mean to you, Mr. California Farm Seeker? How many farm land subdivisions have you been familiar with that showed such a percentage of sales to "home folks"? And when it comes to number of buyers (rather than number of acres), what significance do you attach to the fact that 64 per cent of them—practically two-thirds—were neighboring farmers or former tenants. This is the sales-story—to date—on more than 15,000 acres.

This is the Record of the Great Clarksburg Farming Community

the 20,000-acre sediment land ("pay dirt") tract, fifteen miles down the Sacramento River from California's capital city, truly a principality typical of the best development of California's diversified agriculture. The basic facts about these lands are listed in the accompanying summary of resources—with restraint on the adjectives. *Come and see for yourself* why the neighbors buy this California garden land; why it has not been necessary to issue elaborate prospectuses to sell it. Personal inspection is the only satisfactory way to determine from every angle the worth of what you want to make your California farm home. Come to Clarksburg as our guest (transportation paid both ways from any points in the vicinity of San Francisco, Sacramento and Stockton); you won't be importuned to buy. Not one acre of all this land has been sold under "high pressure" methods.

The land itself, those in the vicinity who have watched its development, your own sound judgment—let these be your guide. Reach us by phone, by mail, in person—at any of our offices listed below.

WHEN WILL YOU COME?

HOLLAND LAND COMPANY

Sacramento
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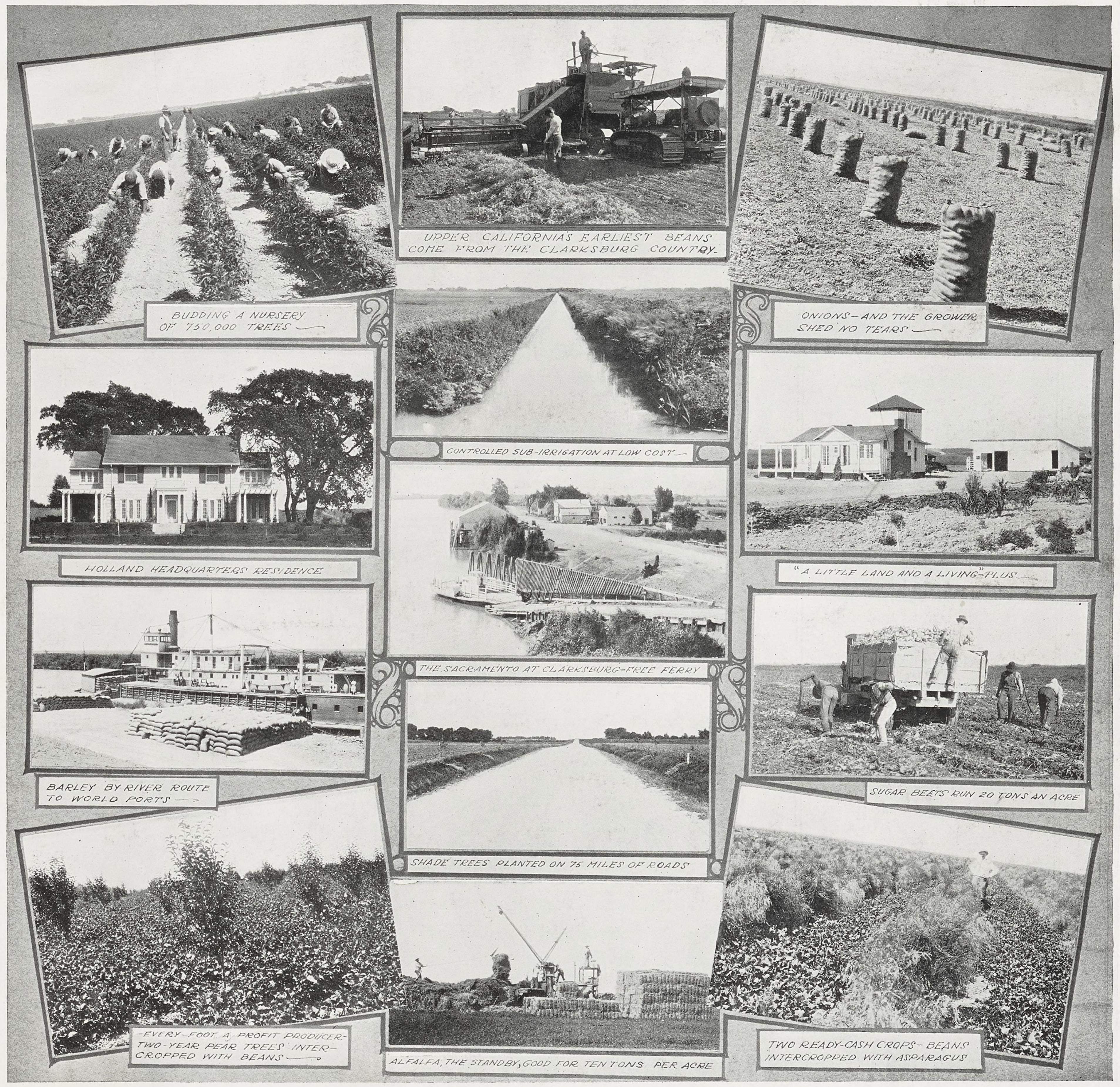

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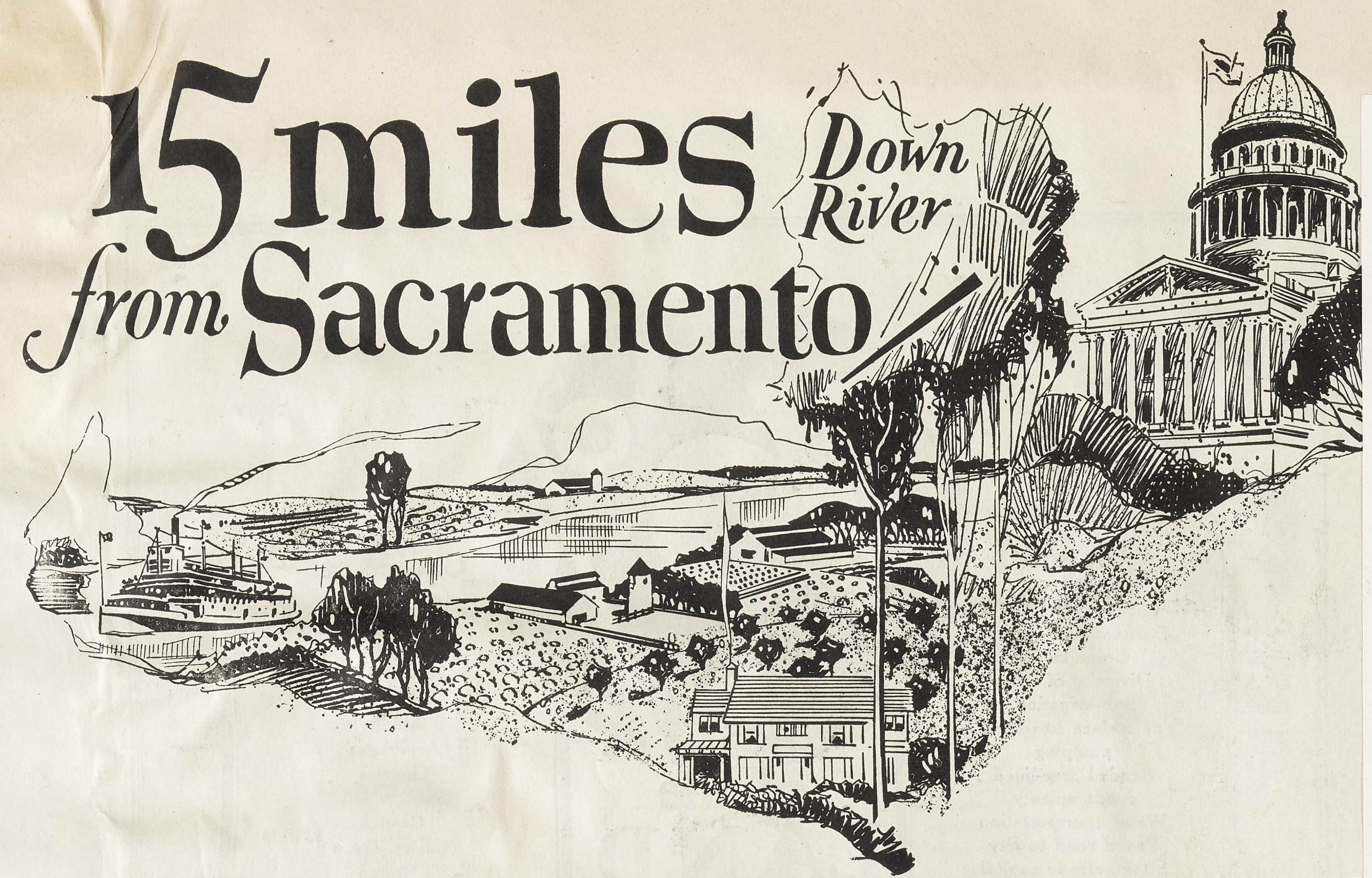

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Clarksburg
The Town on the
Property

for prospects; Shrine Week; Picnic

WHY THE NEIGHBO
BUY THIS CALIFORNI
GARDEN LAND

Why, there are a score of reasons! Just look down the lists, a veritable inventory of reso great Clarksburg farming community, fronting the Sacramento, just a half hour's spin do from the State Capital, Metropolis of the Valley. The neighbors KNEW the worth of th land, energized by nature down uncounted years; they KNEW the stuff was in the soil; they KNEW the record of this company—that this subdivision

Challenges Comparison

That's why most of the purchases, both in acreage and in townsite lots have been made by farmers of Clarksburg, headquarters town for 50,000 acres of sediment land behind it. The home folk have convincingly put the stamp of their approval on the subdivision, and here, in California's sunshine, a hundred odd contented farmers are now living the life that has built the basic wealth of this country of ours, the life on the soil in the great outdoors. First of all, the property must be seen. It is time enough then to show how this land earns its way on our easy-p with interest at 6 per cent. It has been our policy to aid the man who proceeds to imp chase and there establish his home.

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2000 reprints - 2 sides June 1922

For prospects; Shrine Week; picnic

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Commercial News

FRANCISCO, MONDAY, JUNE 26

Page 1

Business Men Enjoy "Down River Holiday"

Business and professional men of San Francisco and the Bay cities—and there were many of them—were on Saturday the guests of the Holland Land Company on an excursion and picnic which comprised "lots of good eats" and a swing through the 20,000 acres of diversified farming land this company has subdivided near Sacramento.

President J. V. Mendenhall was personally in charge of the excursion, which went off without a hitch, and when the party stopped at Clarksburg, on the property of the company, to enjoy their lunch, he made a short talk to the gathering, in part as follows:

The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the big back-country is the individual units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

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CROWDS VIEW GREAT CROPS ON HOLLAND FIELDS

1922 7-1

S.F. Call

By FRANK B. ANDERSON

Several hundred San Francisco and Oakland residents today have a better conception of the rich back country as the result of the excursion conducted last Sunday by the Holland Land Company to the fertile fields of the reclamation district on the west side of the Sacramento River in Yolo and Solano counties.

Having been successfully reclaimed from former overflow areas, where each year's floods deposited the richest sediment from the watersheds of the Sacramento River and tributaries, the Holland district today has been brought into a state of productivity that is not surpassed by any farming region in the country. City dwellers, many of whom farmed in this and other states, agreed with the talk by Dean Claude B. Hutchinson of the University Farm at Davis when he declared that he had never seen better prospects of bumper crops than those growing and being harvested in this district.

Crops of a diversified nature were seen growing in adjoining fields during the twenty-mile automobile trip through the district. Dean Hutchinson particularly commented on the vigorous growth of potatoes, asparagus, onions and other garden truck flourishing in this sub-irrigated soil.

ALL CROPS THRIVE

The Holland Land Company is bringing these virgin fields under cultivation by the planting of various sorts of garden, field and orchard crops. One does quite as well as the other. Large fields of barley thrashing more than fifty sacks to the acre—greater than twice the average for the state—are now being harvested. Grain farming, however, will give way to more intensified methods of turning this land to greater crop values.

Wide bean fields spread out over the district, and last Sunday the young plants were from varying stages of just through the ground to their first stage of cultivation. Every field showed long, even rows of sturdy, healthy young plants that insure a rich harvest in the early fall. Beans follow spring crops all over this rich region.

The stands of alfalfa and the huge stacks of hay awaiting the bailers, and the ditches indicating the abundance of sub-irrigation water, illustrated the adaptability of the land to produce feed for dairy cattle and other kinds of livestock.

750,000 TREES STARTED

On of the interesting sights of the trip was the big nursery of fruit and shade trees and shrubs. Three-quarters of a million trees are getting their start in nursery rows, ready to be set out as the new land owners may select. The shade trees, many of which have already been planted along the roadsides, will greatly enhance the beauty and comfort of the district, which is criss-crossed with roads now undergoing a surfacing of heavy crushed rock.

The community spirit which marks the development of this big project was manifest at the picnic held in a grove of oak trees on the Sacramento River, just below Clarksburg, when the visitors from the San Francisco bay regions, Sacramento and surrounding towns gathered for an outdoor lunch, listened to a jazz band and heard talks from prominent Californians.

RECLAMATION PRAISED

Judge Lucien Shaw, chief justice of the Supreme Court, related the history of the reclamation of this rich territory and the opportunity the district provides for supplying the bread baskets of the cities.

Dean Hutchinson of the branch of the College of Agriculture at Davis, a newcomer to the state, asserted that in all his agricultural experence and visits to every farming community in the United States he never beheld a more diversified lot of healthy, vigorous growing crops than he had seen during the ride around the district.

Judge C. E. McLaughlin of Sacramento, himself a landowner in the Holland district, told of the bumper crops he and his neighbors had produced.

HISTORY IS TOLD

Lester J. Hinsdale, Sacramento attorney, who was raised as a boy on the land in question, his parents having settled there in the early days, related the history of the district and spoke of its rescue from the winter floods by one of the greatest reclamation and drainage systems along the Sacramento River.

E. A. Gammon of Hood, almost across the river from the Holland district and regarded as one of the most successful farmers in California, told his hearers that they could not go wrong farming this kind of land, and that as director of the fruit and agricultural bureau of the Sacramento Chamber of Commerce he and his associates stood back of every worthy enterprise, such as the Holland district, which contributes to the development of the community and state.

CITY FOLK WELCOME

E. H. Archer, pioneer Yolo County farmer and president of the Yolo County Board of Trade, welcomed the coming of so many city people to the district, and described the land of this district as among the most productive in Yolo County, which was the prize county of the entire United States during the war for having produced the heaviest crops per acre.

J. V. Mendenhall, president of the Holland Land Company, to whom considerable credit has been given for directing this great project, dealt with the value of this productive territory to the cities, saying:

"To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tankhouse, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences."

Gus Olson, superintendent of the properties, officiated as master of ceremonies for the day and saw to it that everybody had a good time as well as a thorough inspection of the district.

HOMESEEKERS VISIT PROJECT AT CLARKSBURG

S.F. Chronicle

Many S. F. Business Men Entertained by Officials of Land Company

1922 7-1

More than two hundred San Francisco business people were the guests of the Holland Land Company on a homeseekers' excursion to Clarksburg Sunday. A special train carried the visitors to Lisbon, where they were met by motor busses and taken for a trip around the big development project. While the picnickers enjoyed the box lunch provided by the company in the walnut grove, a colored jazz orchestra entertained, after which several prominent Californians spoke.

In his speech of welcome J. V. Mendenhall, president of the Holland Land Company, stated that approximately 17,000 acres of the original 20,000 acre holding have been sold. He said: "The welfare of the whole people of California depends on the welfare of the people on the land. It is our intention to try to induce business and professional men to become interested in our project, either from an investment standpoint or as a 'hobby.' We want homes built and, with our immense irrigation project assuring plenty of water, there is no reason why this land, with intensive farming, cannot be made productive of as high grade crops as any soil in the State."

Other speakers on the program included Chief Justice of the Supreme Court of California, Lucien Shaw; Professor Claude B. Hutchison, director of the branch of the College of Agriculture at Davis; Lester Hinsdale, Judge C. E. McLaughlin of Sacramento, E. A. Gammon of the Sacramento Chamber of Commerce and E. H. Archer, president of the Yolo County Board of Trade.

Oakland Tribune
1922-6-B29

Wonder of River Region Is Shown

Reclaimed Lands Along Sacramento Reveal Richness to Business Men

More than 200 business and professional men and members of their families from the Bay region were given a glimpse last Sunday of the agricultural principality that has been developing on the west side of the Sacramento river, centering at Clarksburg, fifteen miles down river from the state capital.

Leaving the electric train at Lisbon station they were carried in automobiles for a rapid swing through the district, passing a succession of fields of alfalfa, sugar beets, asparagus, beans, potatoes and onions, interspersed with young orchards of pears, plums, peaches and cherries. They saw a shrinking acreage of grain as the extension of high value crops encroached on this pioneer crop of the large scale farmer. New dwellings met the eye, some of them of a type to do credit to any city street frontage.

After a big box lunch under the trees Gus Olson, general manager of the Holland Land Company, the host of the day, called on some of the visitors for short talks. Chief Justice Lucien Shaw of the State Supreme Court declared that every dig in the rich soil meant something of value for the future.

Professor Claude B. Hutchison, the new dean of the branch of the College of Agriculture at Davis, asserted that he had never seen finer crops of alfalfa and potatoes than he had just past by. The utilization of the soil for crops of asparagus, he said, represented a great forward step in the development of the agricultural resources of the state in the most intensive manner.

Judge C. E. McLaughlin of Sacramento advised the young men in his audience to get on the land.

As a pioneer resident of the district Lester Hinsdale declared the section to be the best reclamation district in the northern part of the state. E. A. Gammon, director of the fruit and agricultural bureau of the Sacramento Chamber of Commerce, brought greetings and expressed the readiness of his organization to assist any laudable enterprise. General E. H. Archer, president of the Yolo County Board of Trade, also spoke.

Concluding, President J. V. Mendenhall of the Holland Land Company, welcomed the visitors from the city and the several hundred farmers and business men from nearby points.

HOLLAND LAND CO. ACRES ARE PRAISED

Fertility of Soil Pleases Those Who Attended Big Picnic

S.F. Journal 1922-7-1

Numerous letters reaching J. V. Mendenhall of the Holland Land Company are unanimous in their appreciation of the picnic given by the company last Sunday on the 20,000-acre section near Clarksburg, fifteen miles down the river from Sacramento, according to Mr. Mendenhall.

The correspondents, who participated in the outing, alluded especially to the character of the land, which is considered one of the state's richest, being river silt deposits.

Among those paying tribute to the Holland Land Company's acres is Prof. Claude B. Hutchinson, dean of the branch of agriculture at Davis. He said, after viewing the growing crops of that section for the first time: "I have never seen before such fine crops of alfalfa and potatoes as are growing here."

Many crops flourish on this land, including grains, especially barley, beans, potatoes, sugar beets, asparagus, truck, alfalfa and fruits.

Clarksburg Farms Visited by City Residents

Two hundred residents of the metropolitan area about San Francisco Bay took a swing through one of the newer diversified farming communities of the Sacramento River, centering at Clarksburg, last Sunday to see at first hand what has been accomplished in a few years' time to develop high-value crop production.

A caravan of automobiles and auto stages met the electric train at Lisbon station, whence the visitors were driven through the district.

Short talks were given by Chief Justice Lucien Shaw of the Supreme Court of the State of California; Professor Claude B. Hutchison, director of the branch of the College of Agriculture at Davis, and other speakers.

S.F.Business.
June 30, 1922.

Davis Enterprise

YOLO COUNTY ENTERTAINED BY HOLLAND LAND

Page 1 6/30/22

Stages Annual Picnic On the Richest Body of Agricultural Land Under Cultivation in In the World

The Holland Land Company on Sunday, joined a great host of mutual friends whom the company had invited to look over their domain and to partake of the refreshments provided for their guests.

A cordial invitation had been extended to all the citizens of Yolo County, and practically every section of the county had representatives present, Davis included.

The first number on the program motoring over the great 22,000 acre tract that that has within the past few years been reclaimed from the tules and transformed into the most productive large acreage in California, which means the largest rich unit in the world, without a doubt. Tremenduous crops of grain are now being harvested that give phenominal yields.

Following the inspection of the holdings, the guests assembled in an oak grove near headquarters and enjoyed the picnic dinner that had been prepared by the management

The lunch and cooling drinks prepared the assemblage for the literary number that was ushered in by Gus Olsen, chief engineer for the company, who first introduced Chief Justice of the Supreme Court, Lucien Shaw, as the first speaker. The judge complimented the men who the vision to give to the people so great a gift in the way of converting a waste area into a garden for agriculture and development.

Claude H. Hutchison, new Director of the University Farm, Davis was the next speaker and assured his hearers that that it was the province of the agricultural department of the University, to co-operate in such development schemes.

Other speakers followed with the result that a splendid program was rounded out and it was regretable that even a larger number of Yolo County people were not present.

Sacramento Independent-Leader I

HOLLAND LAND CO. HONORED BY MANY DISTINGUISHED VISITORS

1922 6-30

Never in its history was the little town of Clarksburg so highly honored by prominent visitors as it was last Sunday on the occasion of the annual picnic given by the Holland Land Co.

More than five hundred Superior California people visited the town and the district.

A picnic lunch with an abundance to eat and drink was served in the big grove adjoining headquarters. This was followed by two hours allocated to representatives of the State and county who desired to pay tribute to President J. H. Mendenhall and his workers for their achievement.

About two hundred and fifty came from San Francisco, quite a delegation from Los Angeles, included in which was Lucien Shaw, the venerable chief justice of the Supreme Court of California. Sacramento, Woodland, Davis, Winters, Dixon, Willows, Washington, and many other northern California towns sent representatives.

Chief Justice Shaw called attention to the fact that the Holland Land district, generally regarded as the premier reclamation district in California, because of its success in financing, development and general expansion, was only at the threshold of its future greatness.

Dean Hutchinson of the University Farm at Davis, Judge C. E. McLaughlin of Sacramento, Attorney Lester Hinsdale, E. A. Gammon and E. H. Archer, a member of the Yolo County board of trade, joined in their approval of the marked success as a result of the efficient promotion work of the Holland Land Company.

President Mendenhall made the principal address of the day, and summed up the work of his company in part as follows:

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

"The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing, exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the State's products which flow to the world's market from the port and terminals surrounding our great harbor.

"The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

"To get more closely in touch with the needs of the back-country, let the city man purchase some undevelopen land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a littel home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

"If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the prosperity of his city brethren, will enjoy the task and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

"It is good for all of us, that some of us not now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

"The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

"There are hundreds of thousands of acres in Upper California which now produce but little, comparatively speaking, because of the lack of a capital investment of from fifty to three hundred dollars per acre, which, when expended, takes these lands out of the category of grain fields and makes of them the ideal high crop value farming community, where the most attractive life imaginable can be lived by the new settlers who are on their way to the West."

A GOOD TIME ENJOYED BY ALL

S.F. Bulletin 1922-7-1

The upper picture shows a few of the 3000 visitors who journeyed to Joaquin Miller acres last Sunday as guests of the Realty Syndicate, Oakland. The guests are shown preparing to feast.

*** ***

Below are the guests of the Holland Land Company at lunch under the trees on the company property near Sacramento. Several hundred made trips over the great agricultural development of the company last Sunday.

21

Holland Land Tract Excursion Move to Link Up the Interests of City and Country, Says President Mendenhall---Bridgfords Add More World Records---Nurserymen's Bud Association Meets. C. C. Moore to Oppose Senator Johnson---Antioch's Great 4th of July Celebration.

¶ Paper Circulates in Byron, Tracy, Bethany, Livermore, much of the Delta Country, and in Stockton

BYRON THE TIMES

¶ Paper Circulates in Brentwood, Oakley, Knightsen, Antioch, Pittsburg, Martinez & Bay City Points

BYRON, CONTRA COSTA COUNTY, CALIFORNIA, FRIDAY, JUNE 30, 1922

HOLLAND LAND TRACT

J. V. Mendenhall Addresses Picnic Gathering Sunday.

ON Sunday last the Holland Land Company gave a picnic at Clarksburg, in the Sacramento River Delta section. Many people from all all over the State were present to enjoy the festivities and to look over the tract which is under intensive development.

This company, which has developed 20,000 acres on the west side of the great river, in Yolo and Solano counties, played host while exhibiting the things that had been wrought in five years' time. And it WAS an agricultural astonisher.

The "Down-River Holiday" invitations to come to Clarksburg said truthfully:

"The movement to recognize the city's dependence on its tributary territory—to link up the interests of city and country—is SOUNDLY founded, and deserves the aggressive support of all of us."

Dr. Elwood Mead, Mark L. Requa, Fred W. Kiesel, and others, are planning State aid to develop our hundreds of thousands of acres to the stage of farming civilization.

We have not got that very thing in Upper California in many places for miles and miles at a stretch. They have got it in Southern California because Easterners came in and spent from $50 to $300 per acre to prepare the land and put it into high-value crops.

We have the climate, the soil, and the water, in this marvelous Delta country, to do all these things, and some day they will be accomplished to the highest possible state of development.

In the wonderful Holland Land Tract, visited Sunday by a large crowd of excursionists, many things were opened to view.

J. V. Mendenhall, president of the Holland Land Company, spoke to the assembled throng, and painted a picture that told a story of life in the country that drew forth applause.

He said in part, aiming his remarks particularly at the city man whose unit of capital is needed for the intensive development of land after the pioneering stage has passed:

> The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the big back-country is the individual units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.
>
> The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing, exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70% of the State's products which flow to the world's market from the port and terminals surrounding our great harbor.
>
> The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back-country move on their way for each varied service they perform.
>
> The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realize how basic is the production of the big back-country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

To get more closely in touch with the needs of the back-country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

If the city man of affairs will lend his unit of capital toward that kind of additional land improvement he will learn something of the big problem of marketing our California products, will increase the prosperity of his city brethren, will enjoy the task, and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

It is good for all of us, that some of us not now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of of gasoline—these are some of the small rooms and the street fumes worth-while rewards of the outdoor life.

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2 S. F. Bulletin.
~~June 26, 1922.~~

VISITORS SEE GREAT FARM TRACT

A large group of business and professional men with their families were given a surprise yesterday when they visited the properties of the Holland Land Company about fifteen miles from Sacramento. About two years ago a similar trip was made to the properties and the vast advance made in that time astounded the visitors yesterday.

There were a number of addresses, among the most interesting that of J. V. Mendenhall, president of the Holland Land Company, who said in part:

> The real purpose of this gathering, to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the big back-country is the individual units of capital for the more intensive improvement required in the second stage of development. Also, we want to introduce them to our farmer folks.
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SECOND CALL to Business *and* Professional Men

If you were not among the five hundred at our "Down-River Holiday" at Clarksburg last Sunday---if you missed getting a glimpse of the luxuriant fields of alfalfa, asparagus, sugar beets, onions, potatoes, beans, and the thriving young orchards of pears, cherries, plums and prunes on 20,000 acres of sediment soil---missed seeing what your individual capital might do (as others' capital is doing) to create a farm home estate as an Investment-Recreation hobby, we are glad to renew the invitation to *you* to make the trip *as our guest.* When can you go? Ring up Sutter 2303 or drop in at the office, Balfour Building, 351 California Street, San Francisco. You won't be importuned to buy, and you will return a better posted Californian. The opportunity is there. Are you ready to grasp it? Holland Land Company.

July 1, 1922, in
San Francisco Bulletin
✓ Call
✓ Chronicle
Daily Commercial News
San Francisco Examiner
✓ Journal
July 2, 1922 in
Oakland Tribune

SECOND CALL

To Business and Professional Men

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EDITORIAL

INDEPENDENCE DAY.

INDICATIONS are that the Birthday of the United States will be celebrated this year more widely and significantly, but less explosively, than usual. It was, of course, natural that a century ago and more our national birthday should have been commemorated with imitations of martial flash and thunder because it was the conviction then that war was the only recourse by which our forefathers could gain their liberties and they heroically resorted to it. They entered upon defensive warfare with most distinguished success and proceeded upon subsequent celebrations of their victory with reproductions of the method by which it was attained in mimic marches, battles and surrenders. It was natural also that as such mimicry became monotonous and the fife and drum and the charges "of the continentals in their ragged regimentals" became too familiar to be longer impressive, sound of the fife and drum should have been lost in the blare of the brass band and that the roll of musketry but faintly heard while the eyes of the people were blinded with the flash and their ears deafened with the roar of oriental pyrotechnics—then newly set free upon the senses of the outside world. During recent decades the oldtime methods of celebration have been losing their impressiveness and significance and commemorations more eloquent of the real issues involved in the Declaration of Independence and more expressive of the thoughts which burned in the bosoms of the gallant warriors of the Revolution have been planned to convey to the minds of our youth truer impressions of the glories of the words and deeds of 1776. The services of Mars, though under the conditions then prevailing were indespensable were not a true manisfestation of British attitude toward its offspring on this continent but was necessitated by the accident of royal entanglement with another race which has worshipped the "Gage of Battle." since its discomfiture of the Romans under Julius Caeser, and the peace-loving English, "let George do it" to their shame and loss and to ours and the world's advantage. It is therefore not merely a question of reducing the fire-risk, nor even of saving the thumbs of our rising generation of boys that the rule of explosives in our Fourth of July celebrations is coming to its end. It is rather because bomb and bluster represent neither the right things nor the right ways of attaining the right things and therefore should be discarded and because our children can be better taught to admire and appreciate the glories of their ancestry by beautiful pageants of peace, by grand patriotic oratory, by the emotional power of noble music, by the embodiment of human aspiration and achievement in true works of art and by everything in the way of entertainment at national patriotic celebrations which promote pure joy and convey noble patriotic suggestion.

URBS IN RURE!

The city has now unfolded itself into the country. The city schools have closed; the country resorts have opened. The youthful spirit is flowing freely throughout the state: the most leathery lips must quaff it and the crustiest throat be released to joyful song. It is the season when city people forsake their narrow ways and speed or stroll along valley highways, bordered, horizon-wide, with verdure which yields wealth or follow mountain roads and trails, worshipping scenic beauty which exults and exalts the soul. Judging by what we see and hear the dwellers in California cities are indulging more freely than usual this year in rural recreations. The constantly widening command of motor-vehicles, the constantly extending mileage of paved highways, the fortunately reduced cost of railway excursioning and a measurable lifting of the depression and doubt of recent years from the Californian industrial and commercial heart, are all winning urban people to rural vacationing with more of the old time enthusiasm than has been manifested of late and with much greater numerical abundance because of the growth of the State in population. We count it a very good thing for the development of the State. Our future depends largely upon wider mutual good-will and understanding between our urban and rural people. They are, of course, interdependent industrially, socially and intellectually: they should come more closely together emotionally and patriotically: they can help each other to live more humanitarianly and ethically and thus promote the common welfare. The initiative in this advancement of better knowledge and understanding largely lies with city people. The country man visiting the city sees little beyond the circle of relatives and previously made friends, but the walls which city people build to screen and protect themselves from each other and he does not know how to break through them. The city man visiting the country in the vacation season finds everything wide open, harvesting activities at their height and the busiest farmer ready enough for brief rest and cordial chat in the shade, for he knows that he can work all the better after a short, entertaining respite. Any farmer approached in a friendly, open way and convinced that you are neither patronizing him nor trying to put something over on him for a selfish purpose, will be found to be responsive and cordial and glad to have you pay him the respect of a social call, as man to man. We believe it is the duty and will be to the pleasure of any honorable, warm-hearted city man to introduce himself personally to the country people he may fall in with on his vacation travels and thus do his part in bringing city and country nearer together in mutual understanding and sympathy.

CITY CAPITAL IN RURAL ACTIVITY.

To the Editor: Having located enough real farmers on the Holland tract, I am now appealing to the business and professional man to lend some of his capital toward the more intensive development which comes when land has reached the field-farming stage. I mean, expenditures for a house, barn, garage, well, gravel driveway, family orchard, fences, shade trees, chicken house, and a bond tax for a modern union school, improved roads, and for the initial extension cost of power and telephone lines. In other words, let the city man lend his ingenuity, his financial and executive ability, and his enthusiasm, toward building Upper California.

State aid and planned development, assistance to the new producer for his improvements, is all right, but why should not every substantial man of affairs have a country estate, a week-end pleasure resort, a place where he can get the farmer's point of view, the risks of pests, weather, poor seed, price fluctuations, poor management in selling, etc. Thousands of middle-men, wholesalers, bankers, insurance men, importers and exporters in these bay cities live off the natural products of our big back-country. Why not put some of the money back into the final development which is needed to make Upper California a home for millions of home-seekers who surely will come. Isn't it the additional capital investment on the raw land which has made Southern California?—J. V. M., San Francisco.

You strike rather a new note in realty promotion and we are glad to give our readers opportunity for contemplation of it. It is of course very common to plead with city people to make country investments but, so far as we know, it is usual to appeal to what may be called the business sides of urban people. It is common to try to dazzle them with brilliant figures of the money to be made on investments in land by city plutocrats and of the ease with which a city man can make a good living on a small investment in land farmed in the right way, the way of course, a bright city man would do it—for, in such cases, the selling agent tries to promote the ordinary city-man's conviction that farmers are stupid and do not know how to handle even their own business " in a business way". They encourage the restless city man to think that his training would enable him to halve the cost and double the selling price of all he produces and really the farm-owner would be better off to sell out to him and go to work for him: Quite otherwise than this our correspondent above, who is a very successful handler of country real estate, makes his appeal to the city man to invest in country property because he can well afford it, because it would give him joy and because such well-afforded indulgence would enable him to help build up the section which appealed to him as desirable both for home joys and farming activity— and thus bring him into action as a builder of the commonwealth of California! We are really glad to have a real estater forget his shekels and cast off his shackles in this way. Possibly, of course, he has a new dream of shekels by urging the city-man to stop thinking he can out-farm the farmers and by urging him to buy-in among the real farmers for the fun he can get out of it for himself and for the good he can do to his neighbors and to the community. If that is the way of it we hope he will get shekels all right for the suggestion is reasonable and patriotic and he is entitled to his reward.

ARE CITY NEIGHBORS DESIRABLE?

Of course if a city man goes into a rural community with all his preconceptions and prejudices sticking out, "like quills upon the fretful porcupine" and if his wife parades rural social ways like a swan among geese, neither of them will have any fun nor do any good to themselves or anybody else. If they are continually intruding upon the community their notions of how farming and social things ought to be done they will soon be forced to conclude that the community thinks it can get along without them; but if they show a genuine desire to know how the community does and a decent respect for its beliefs and practices they will soon be quite busy giving their opinions, because their neighbors will soon be consulting them as to whether the established community ways are the best ways. One would think that anyone going into a new community with a genuine interest in the progress of it, would have sense enough to manifest that interest by a genial conformity and respect for established usage while a better is being evolved, but such is not always the case. Of course, such contrasts and confusions are less apt to be encountered in California rural communities than in some other states because our rural communities are so largely suburban in the experiences and training of the people and in their householdry and their social ways. They are in frequent contact with the business and social activities of cities of considerable size which are scattered throughout the state. Our rural people are more largely a people on wheels than is the farming population of any other state. It is really a question as to whether in California there are not more people who could go with advantage from city to the country to learn the best household and social usage than could well go in the opposite direction for the same purpose. For this reason, if for no other, the suggestion of our correspondent for rural home-making to achieve joy and satisfaction and to take part in the development of rural communities requiring immediate provision of capital, is really not only a very reasonable but a very practicable suggestion and one which does not involve either sacrifices nor risk of monetary or social dissatisfaction. It is a matter which all our readers can think about and discuss to advantage in their deliberative assemblies.

See also issue 8-12

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4 Monday, July 3, 1922.

The San Francisco Journal
and Daily Journal of Commerce

Revival of Country Life

The tide which set in after the close of the Civil War to increase the growth of the cities at the expense of the country population has produced a distinct change in the tone of American life. It is a change that leaves much to regret. The conditions which produced our great men of the earlier period have passed away and have left a very uncertain substitute in their stead. No one can imagine a Washington or a Lincoln growing up in a flat or an apartment house.

But latterly a ray of hope has penetrated the situation. It is the beginning of a return of the popularity of country life. The reasons are not far to seek. The former lot of the farmer was a hard one. The work was arduous and the returns were small. The pleasures of life seemed to be found only in the towns. With long hours of work and bad roads to travel, the farmer lived in his lonesome hermitage measurably cut off from the rest of the world. The city man had shorter hours, easier work and higher pay. This drew the boys from the farm to the city.

But modern invention is changing all this. It is helping to restore the attractions to the farm. The telephone and the rural mail delivery were the first factors to bring relief. Then better schools made their way into the country. Finally good roads and the automobile completed the emancipation of the farmer. The moving pictures brought the whole world to the small town and the automobile brought the farmer to town. Now the radio, the phonograph and cheap books and periodicals bring to the farm the best attractions that can be found in the city and the freedom and health of country life does the rest to start the return of tide back to the land.

Not the least of the factors which are helping to bring this movement about is the increased social consideration given to country people. It is no longer a reproach to live in the country. It is getting to be a distinction. With better prices for his products and electricity and modern inventions to do his hard work and to increase its productiveness, the farmer is becoming a personage of consideration. It is becoming more and more worth while to live in the country.

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8 June 30, 1922.

Daily Commercial News
Established 1875
Publication Office, 330 Sansome St.
SAN FRANCISCO
Published Daily Except Sundays and Legal Holidays

PROVIDING A REASON

We hear a great deal about "back to the land" campaigns and we realize that despite the urging there is, or there has been, a constant drift in the opposite direction.

The superior attractions of city life make an almost irresistible appeal to the youngster, who has once tasted them, and is in position to make comparison with the rather drab daily routine of the ranch.

But a way must be found to combat this unless we are really prepared to witness verification of the prophecy that in twenty years or so there will be a distributor for every producer, with all this means in greater cost of service and rising prices to the consumer.

On this account any effort looking toward making country life more attractive and therefore more appealing to the youth of the land should be encouraged in every possible way.

There must also be brought forward the inter-dependence of the metropolitan area and the back country from which it draws its agricultural supplies, and to which it should expect to sell its merchandise and manufactures.

It is recognition of the fact that each is in a way directly interested in what the other is doing that establishes the value of a recent excursion to the lands of the Holland Land Company in the vicinity of Sacramento.

About two hundred invited guests availed themselves of the courtesy of the company to become acquainted with the remarkable development of a large tract of land—some 20,000 acres that had up to a few years ago been nothing more than a tule swamp.

This district has under skillful development been reclaimed from tule and the occasional overflow of the river—and has been transformed into luxuriant fields of alfalfa, asparagus, onions, beans, sugar beets, and young orchards of pears, peaches, plums and prunes, described as a veritable cross-section of the sort of intensive cultivation that has placed California second in crop yields among the States of the Union.

Visitors fortunate enough to be of the company that made the tour of inspection were loud in praise of the skill embodied in the combination of financier, administrator, agricultural engineer and scientific farmer, at the head of the big concern that staged so enjoyable an affair.

While everything that might contribute in any way to the bodily comfort of the guests was provided generously and with studied care and foresight—

The main feature of the event was the knowledge that was provided guests at first hand of the wonderful return made possible by the sort of intensive cultivation that was carried on in this venture.

What it will mean to the State and to the city to have so many men of affairs and professional men and their families informed as to what is possible within easy reach of the city must not be overlooked—its educational value must have been considerable.

It is well that city people and those who have no first-hand knowledge of what has been accomplished right at our door should be informed in order that they may all the more fully realize the possibilities in the way of development that await the intelligent interest of capital.

It is indeed a big man's game to rescue land from the marshes and plan and arrange an ideal home and plant a choice home orchard, lay out the crop plots, gravel the way of approach, fence the fields and enjoy the unfolding and fruition of the scheme

Exploration trips such as that staged by the Holland Land Company recently are also of great value in educating the city resident into a more thorough understanding of and sympathy with the problems of the man on the soil—

The relation of production and distribution of foodstuffs to the price thereof and the significance of an intelligently worked out scheme of co-operative marketing as well as the pronounced changes caused by enlisting power equipment, and the innumerable forces and conditions that have fairly revolutionized farming methods.

The comparative simplicity of it all and the assurance of a fair return for intelligent, painstaking effort should do much toward removing the dread of perhaps unprofitable drudgery that holds many a young man back from the land.

RIVER NEWS
THE EDEN OF CALIFORNIA · THE SACRAMENTO RIVER SECTION
RIO VISTA, SOLANO COUNTY, CALIFORNIA, SATURDAY, JULY 1, 1922

"DOWN RIVER" PICNIC OF HOLLAND LAND CO. DRAWS LARGE GATHERING

The Holland Land company's "Down River" holiday and annual picnic, held at Hinsdale Grove, just below Clarksburg on the Sacramento river on Sunday last, was a huge success.

Two special cars over the San Francisco & Sacramento railroad, Sunday morning were packed and hundreds more came by automobile from Sacramento, Courtland, Ryde, Rio Vista and other down river points.

The San Francisco trains were met at Lisbon station by six huge auto cars and about 40 automobiles and the visitors given a ride over the property of the Holland company, which terminated at 'Hinsdale Grove,' where lunch was served; and the writer wants to say something about this lunch. It was, he thought, the best picnic lunch he ever ate, a half-fried chicken was the "piece de resistance", flanked by sandwiches, salad, fruit, hard boiled eggs and ice cold beer (nearly) and lemonade. After the huge crowd of 500 or more had satisfied the appetites their long ride had created, and posed for some pictures, a colored orchestra from Sacramento entertained with songs and jazz for half an hour. Then the real entertainment began. A speaker's platform had been built under the oaks, and for an hour and a half the assembly gave close attention to a number of speakers.

Chief Justice Lucian Shaw of the California State Supreme Court, was the first speaker. Judge Shaw said he had been the owner of land in the Holland tract since 1913. That he had seen the tract grow from a tule swamp into one of the most wonderfully productive sections in the world. He had a number of nice things to say about the early struggles of President Mendenhall to properly finance the property and complimented him on his able management of the company's affairs.

Director Claude B. Hutchinson of the College of Agriculture, followed Judge Shaw. Professor Hutchinson said he as an officer of the state university was highly interested in the sale of good land. That much time, money and effort was being expended by the college of agriculture in experiments to best determine the character of crops and the sort of farming fitted to the wonderful land of the Holland project. His description of the effort needed to produce fortunes from small tracts of this interesting and fertile land were interesting, practical and highly instructive.

The next speaker was Judge C. E. McLaughlin of Sacramento, whom nearly every person in the huge assembly knew by sight or by reputation. Judge McLaughlin announced at the beginning of his talk that he had a "piece of advice" to give to every young man and young woman in his audience. He later included the older people. His advice was "get back to the land." In his own breezy inimitable manner he told his audience that we needed more young men and young women farmers; more farmer boys and girls coming up, and above all more American homes owned by their occupants. The judge was intensely in earnest and was interrupted by frequent applause. He "got his message over" as the slang phrase of the day has it, telling his audience that he had twice purchased land in the Holland tract and wished he owned it all.

E. A. Gammon of the Sacramento chamber of commerce, and an extensive rancher near Courtland and Hood, told the gathering of his efforts and that of the civic organization which he represented to encourage intensive farming in the delta section and of its wonderful possibilities to young men with some capital and an earnest desire to own a farm of their own.

Then Lester Hinsdale, attorney, who was born on the Holland tract 50 years ago, spoke. He gave a vivid description of the tule swamps, the duck hunting and the annual floods of early days, and contrasted them with the crops of alfalfa, potatoes, barley, etc., growing before the eyes of his audience.

General E. H. Archer of Woodland, followed Mr. Hinsdale, and in his talk gave some interesting information as to the origin of the black land of the Holland tract. He told his audience of the silt that the river has deposited on the land through centuries, of the decomposed tule tops and roots that added their quota to the soil, and called attention to its blackness and depth and told of its fertility.

The last speaker was President Mendenhall. We print his speech in full. He had his audience with him from the first earnest word he uttered, and they cheered him to the echo when he finished his talk. He said:

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities, is to carry home to them the idea that the greatest need of the big back country is the individual units of capital for the more intensive improvement required in this second stage of development. Also, we want to introduce them to our farmer folks.

"The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing, exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

"The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehousemen and almost every individual, each and all take a share as the products of the back country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer inthese cities hardly realizes how basic is the production of the big back country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

"To get more closely in touch with the needs of the back country, let the city man purchase some undeveloped land and contribute his unit of capital toward beautification, the establishment of better schools, the introduction of power and telephone lines, the construction of highways, a little home with its barn, tank house, garage, family orchard, flower garden, hedges, road approach, irrigation system and fences.

"If the city man of affairs will lend his unit of capital toward that kind of additional land improvement, he will learn something of the big problem of marketing our California products, will increase the prosperity of his city brethren, will enjoy the task, and share in the effort we are all making to build Upper California into the great highly cultivated principality it must ultimately become.

"It is good for all of us, that some of us not now interested in farming should go back to the land. Statistics show that relatively the urban populations are increasing. This is a bad tendency. Rome fell when agriculture was abandoned.

"The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

"There are hundreds of thousands of acres in Upper California which now produce but little, comparatively speaking, because of the lack of a capital investment of from $50 to $300 per acre, which, when expended, takes these lands out of the category of grain fields and makes of them the ideal high crop value farming community, where the most attractive life imaginable can be lived by the new settlers who are in their way to the West."

The San Francisco and Oakland guests of the company take back with them a comprehensive idea of the wonderful work done by the Holland Land company during the last few years. The black land itself, spreading away for miles, level as a floor, between its protecting levees, was a revelation to them. The whole tract practically, is under cultivation. Such alfalfa, such potatoes, such barley, the writer has not seen for years. The second crop of alfalfa had just been cut and was being stacked beside the first; it actually seemed as if the ground could not produce such a crop.

The fields of potatoes were now almost waist high to a man, and of that intense vivid green seen no where else except in the delta section. Barley fields were being harvested and the fat sacks of barley dotted hundreds of acres. There were miles of bean fields, level as a table, and without a weed. Dotted over the 20,000-acres tract were little homesteads, with their young orchards, their wells and their thriving owners. Nearer the river were many young orchards, pears, plums, cherries and peaches, and many new asparagus fields.

All of this land is to be sold in small parcels. Of the 17,000 acres already sold there are over 100 owners, owning 10 and 20 acres of this wonderful land, and if properly farmed will not only make a living for a family—it will make a man independently rich.

July 6, 1922.

The San Francisco Journal
and Daily Journal of Commerce

City Farmers

The talk of cooperation in developing the resources of Northern California will amount to very little unless it deals with practical means of advancing that purpose.

Individual investment of capital by city dwellers in the back country is a practical suggestion worth considering. It would bring workers in the cities into touch with conditions controlling their sources of supply. It would increase prosperity by augmenting actual production; would add to the health of society by encouraging more natural modes of living. It would stabilize the top-heavy tendencies of modern capital and effect a better understanding between producing forces in the country and consumers in the cities, where raw material is assimilated and adapted to new uses.

It would help keep California white by precluding the purchase of land by aliens, and would be an admirable means of linking San Francisco with the "hinterland," into which there have been so many recent incursions from the South.

The city man owning country land would have a more intimate interest than he has at present in perfecting means of communication between town and country, such as highways, power and telephone lines, and so on. He would be inclined to encourage the establishment of better country schools and the beautification of the country-side, and he would quite possibly be interested in making the cities themselves more habitable.

Hundreds of thousands of acres in Upper California are now producing little for lack of a capital investment of from fifty to three hundred dollars per acre.

Think it over, city man!

SECOND CALL to Business *and* Professional Men

If you were not among the five hundred at our "Down-River Holiday" at Clarksburg a Sunday or two ago—if you missed getting a glimpse of the luxuriant fields of alfalfa, asparagus, sugar beets, onions, potatoes, beans, and the thriving young orchards of pears, cherries, plums and prunes on 20,000 acres of sediment soil—missed seeing what your individual capital might do (as others' capital is doing) to create a farm home estate as an Investment-Recreation hobby, we are glad to renew the invitation to *you* to make the trip *as our guest*. When can you go? Ring up Sutter 2303 or drop in at the office, Balfour Building, 351 California Street, San Francisco. You won't be importuned to buy, and you will return a better posted Californian. The opportunity is there. Are you ready to grasp it? Holland Land Company.

San Francisco Business
July 7th - 1922.

SAN FRANCISCO BUSINESS July 14, 1922

BIG AS BOYS

That's how cabbages thrive in the farm estates around the Clarksburg District

Farm Estates Are Viewed by City Dwellers

UPPER California's storehouse of crop wealth, which plays such a large factor in linking up the backcountry with the communities in the San Francisco Bay region, has recently been attracting enhanced interest on the part of national periodicals, motion picture producers and other agencies interested in reflecting productive and development activities of the Pacific Coast.

The Sacramento and the San Joaquin valleys, in fact, seem to be taking on increased interest for the outside world daily—if one is to judge by the frequency with which they are described and pictured.

San Francisco's interest in the interior is not a new thing, as the city has financed many big projects both in the Sacramento and the San Joaquin. That this interest is growing in the city, however, is apparent.

An evidence of this was displayed by the business and professional men who went on the recent excursion of the Holland Land Company to the 20,000 acres which it has subdivided on the west side of the Sacramento River in Yolo and Solano Counties, centering at Clarksburg.

This land and what grows on it tell their own stories so well that the company made no attempt to have any organized ballyhoo or to engage in selling-talk on the excursion. Rather, it played the part of host on a down-river picnic, satisfied that what the excursionists saw they would remember, and that the resulting education would in time exert its own influence in attracting capital to the district.

It's beginning to be a well-considered principle in all land exploitation, in fact, that the best sales arguments are the things beheld by the eyes of people who are not asked to buy outright. Visualization is the mother of thought, as the motion picture people say, and seeing productive land is probably the surest way of creating the desire to own it.

Short talks were given on the excursion by Chief Justice Lucien Shaw of the Supreme Court of California, by Professor Claude B. Hutchinson, director of the branch of the College of Agriculture of the University of California at Davis, and other speakers.

THE SAN FRANCISCO EXAMINER: SATURDAY, JULY 1, 1922 9

CITY FOLK VISIT AGRICULTURAL PRINCIPALITY

CLARKSBURG DISTRICT IS DEVELOPING

200 Business and Professional Men Get Glimpse of Agricultural Principality

More than two hundred business and professional men, and members of their families, resident in the San Francisco Bay district were given a glimpse last Sunday of the agricultural principality that has been developing on the west side of the Sacramento River, centering at Clarksburg, fifteen miles down the river from the State capital. They returned with a new and keener recognition of the part the farmer is playing in the stimulated growth of the metropolitan area.

Leaving the electric train at Lisbon station they were carried in automobiles for a rapid swing through the district, passing a succession of fields of alfalfa, sugar beets, asparagus, beans, potatoes and onions, interspersed with young orchards of pears, plums, peaches, and cherries. They saw a shrinking acreage of grain as the extension of high value crops encroached on this pioneer crop of the large scale farmer. New dwellings met the eye, some of them of a type to do credit to any city street frontage.

LUNCH UNDER TREES.

After a big box lunch under the trees, Gus Olson, general manager of the Holland Land Company, the host of the day, called on some of the visitors for short talks. The first to respond was Chief Justice Lucien Shaw of the State Supreme Court, who had been familiar with the entire development history of the tract. He declared that every dig in the rich soil meant something of value for the future.

Professor Claude B. Hutchison, the new dean of the branch of the College of Agriculture at Davis, asserted that he had never seen finer crops of alfalfa and potatoes than he had just passed by. He indicated the scope of the problems of the college to cover a territory paralleled on the Atlantic Coast by the service of sixteen States and sixteen Colleges of Agriculture, with appropriations running well into the millions. The utlization of the soil for such crops as asparagus, he pointed out, represented a great forward step in the development of the agricultural resources of the State in the most intensive manner. These lands, he said, attracted a type of agriculture that lends itself to intensive development.

Judge C. E. McLaughlin of Sacramento advised the young men in his audience to get on the land—to buy land in the deltas of the Sacramento and San Joaquin rivers. "The call back of the land," he said, "to the tilling of the soil is the solution of the great problem confronting the people of America; particularly in our own region it is the solution of the relations of this country with the non-assimilable peoples of other lands."

RECLAMATION DISTRICT.

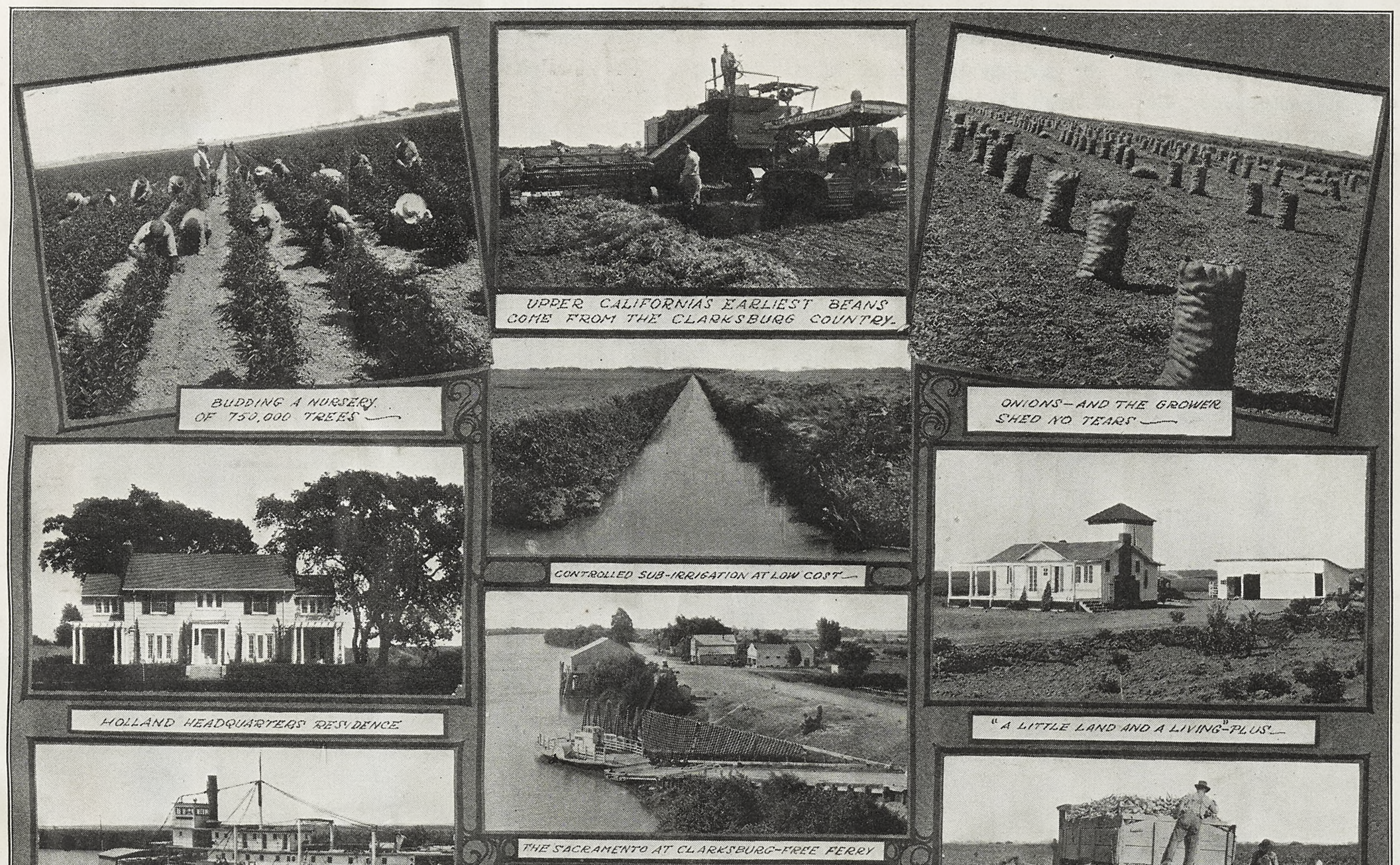
As a pioneer resident of the district Lester Hinsdale declared the section to be the best reclamation district in the Northern part of the State. E. A. Gammon, director of the fruit and agricultural bureau of the Sacramento Chamber of Commerce, brought greetings and expressed the readiness of his organization to assist any laudable enterprise. General E. H. Archer, president of the Yolo county Board of Trade, also spoke.

Concluding the program, President J. V. Mendenhall of the Holland Land Company, welcomed the visitors from the city and the several hunderd farmers and business men from nearby points. He emphasized the interdependence of city and country prosperity, and pointed out the great opportunities awaiting the city dweller to put part of his energy and financial resources into the development and intensive cultivation of lands brought past the pioneer, major stage of development by large capital. The financial knowledge and business acumen of the business man was needed in bringing back the country to its destined stage of development, he declared.

BYRON (CALIFORNIA) TIMES EIGHTH BOOSTER EDITION 97

Fifteen Miles Down River From California's Capital

The Crops Tell The Story



BUDDING A NURSERY OF 750,000 TREES

UPPER CALIFORNIA'S EARLIEST BEANS COME FROM THE CLARKSBURG COUNTRY

ONIONS—AND THE GROWER SHED NO TEARS

CONTROLLED SUB-IRRIGATION AT LOW COST

HOLLAND HEADQUARTERS RESIDENCE

"A LITTLE LAND AND A LIVING"—PLUS

THE SACRAMENTO AT CLARKSBURG—FREE FERRY

BARLEY BY RIVER ROUTE TO WORLD PORTS

SUGAR BEETS RUN 20 TONS AN ACRE

SHADE TREES PLANTED ON 75 MILES OF ROADS

EVERY FOOT A PROFIT PRODUCER—TWO-YEAR PEAR TREES INTERCROPPED WITH BEANS

ALFALFA, THE STANDBY, GOOD FOR TEN TONS AN ACRE

TWO READY-CASH CROPS—BEANS INTERCROPPED WITH ASPARAGUS

The combination of advantages that is yours in the Clarksburg community is assurance that intelligent and earnest work will win, for you and your family, a living on the level of American standards in the great outdoors *plus* a competence for the twilight years in the serenity of California's sunshine.

So for profit, for the opportunity to play, for a home away from straight streets and hard pavements, invest some of your funds directly in the soil — this sedimentary soil.

Will you be our guest on a trip of inspection? No obligation whatever will attach. Address

Balfour Bldg., 351 California Street, San Francisco, Calif.

HOLLAND LAND COMPANY

Offices also in Sacramento and Clarksburg, California

KEISER SAYS LAND INVESTMENTS ARE BEING OVERLOOKED

State Real Estate Commissioner Declares Too Much Money Is Going to "Wildcat" Schemes; Suggests Conference

For the purpose of bringing about a better coordination of the various agencies which are seeking to colonize the vacant lands of California. State Real Estate Commissioner Edwin T. Keiser has suggested a conference of the Veterans' Welfare Board, the California Development Association, Dr. Elwood Mead, State Director of Land Settlement, and the promoters of the various private colonization projects.

Might Better Investments.

Keiser suggests that the right kind of a campaign may induce investors to put some of their money into land development rather than the "get-rich-quick" oil schemes and other similar enterprises in which people of small means are continually pouring their cash as a result of the activities of "unscrupulous" promoters. He invites an expression of opinion on the matter.

Discussing this matter, Keiser says:

"Get - rich - quick" promotion schemes have often been the source of a great deal of grief. People always are anxious to speculate, and because of this propensity unscrupulous promoters have used this to their advantage. People of small means, who are pinched for want of funds, looking about them and seeing the advantages that have come to their friends because of wealth, are always eager to make some investment that will be the means of placing them on "Easy Street." Unscrupulous promoters, on the outlook for people of this class, find easy victims.

Law Inadequate.

The law at the present time does not give the Real Estate Commissioner the power to stop these frauds at their inception. Because of this we have been carrying on a campaign of education warning the investing public against "get-rich-quick schemes." From reports coming to this office, the public is deeply indebted to the newspapers of the State for the service they have rendered through their columns.

While there has not been a stop put to the operations of "get-rich-quick" oil and land schemes, it has been made more difficult to promote such propositions because the public is beginning to be more critical and exacting in its inquiry into schemes presented.

Good Land Offered.

On my last trip through the State I visited several large colonization projects, and was amazed to find such a large amount of exceptionally good land that is being offered to the public. When one considers the easy terms upon which much of this land is being offered, I wonder why people will invest their money in some of the worthless wildcat propositions that are being offered throughout the State.

They could take the same amount of money and buy a small tract of good land, and in time have something upon which they can live, and from which they may also derive a comfortable revenue.

July 4th I made a visit to a certain section in California, and saw growing potato crops that would produce from 75 to 250 sacks per acre. This land is so rich that it can be farmed for a generation with very little fertilization, and water is available which can be had at a cost that means practically nothing.

Suggests Conference.

It seems to me that there should be some better means of bringing before the public prominently the great possibilities for small farmers in some of the colonization projects in this State. I have thought for some time that it would be a fine thing for the owners and promoters of the leading projects in the State, the officers of the California Development Association, the State Land Settlement Board, and the Veterans' Welfare Board to get together and discuss such problems.

The interest of the land owner, the promoter and agent, along with the interest of the investor, must be considered. Unless the rights of each are properly taken care of, the settlement of California lands cannot proceed as rapidly and intelligently as it should. If the people most directly interested in this great question will get together and decide upon effective methods of co-operation so that they will not be working at cross purposes, our colonization efforts will be much more effective.

Ready to Co-operate.

A number of the larger concerns have suggested that I, as Real Estate Commissioner, call a meeting of this kind. I would like to have expressions from individuals and companies representing the leading land projects in the State. As Real Estate Commissioner, I want to assure all interested persons that this department stands ready to co-operate at all times. By marshalling all forces, we believe the most effective work can be accomplished.

SACRAMENTO BEE JULY 22, 1922.

Holland Land Company Reports Increasing Sales

Page 1

Commercial ~~News~~ 1922-7-22

CLARKSBURG, July 21.—Despite a generally prevailing quietness in country land sales, several hundred acres of high value crop land have been sold by the Holland Land Company, which is subdividing 20,000 acres of high value crop land at this point. Particularly in view of conditions, these purchases are regarded as an indication of renewed interest in farm lands, a reflection of tangible results from the broadening recognition of the soundness of showings made by economists and statesmen that the nation's sustained prosperity lies in a greater movement back to the land.

City dwellers in increasing numbers have been visiting this district since the recent "exploration trip" and picnic staged by the Holland Land Company to give people from the bay cities a first-hand glimpse of the diversified farming activities now developed in the river section of Yolo County.

Irrigation for several hundred acres in the immediate vicinity of the new townsite here has been provided for in the installation, just being completed, of a twenty-inch pump. It will carry water to an area of rather high land that has not been benefited by the sub-irrigation generally obtained throughout the district. The Holland Land Company has built the new plant to further the intensive cultivation of the small farm acreages that are being steadily peopled. Seventy-two per cent of the land sold to date has been bought by former tenants or neighboring farmers.

S.F. Chronicle

Clarksburg Company Reports Land Sales

CLARKSBURG, July 21.—Despite a generally prevailing quietness in country land sales, several hundred acres of high-value crop land have been sold by the Holland Land Company, which is subdividing 20,000 acres of high-value crop land at this point. Particularly in view of conditions, these purchases are regarded as an indication of renewed interest in farm lands. 1922 7-22

Hood and Clarksburg—Live Towns

These Splendid Communities Share in Growth and Prosperity of the Delta Country With Brighter Development Projects in Evidence

THE story of the Sacramento River Delta country will be more complete with a mention of Hood and Clarksburg, the two most northern of the river towns, located west and north of Courtland, and both being tributary to that important center.

Both are important asparagus and fruit sections, the two districts being credited with approximately 100,000 acres of land, valued at about $40,000,000. Crops in these sections are much like those about Courtland, with less fruit raised. Particular attention is paid to asparagus, beans, grain and other products.

During recent seasons, however, many orchards have been planted and the future fruit outlook is most encouraging.

General merchandise stores, hotel, and the usual service stations, garage and machine and blacksmith shops exist in both Hood and Clarksburg.

Clarksburg also boasts a splendid recently established nursery, which is providing fruit trees for orchardists and home builders in this section.

This town is also a community headquarters for the great Holland Land Company, described on other pages, which has thousands of acres of rich and fertile land being offered in subdivisions to suit purchasers, and every year witnesses newcomers into this section, brought here through the influences of this big organization that has spent many thousands of dollars in reclamation, irrigation and other field and farm improvements for the benefit of the new home builders they attract to this section of the Sacramento Delta country.

CALIFORNIA DEVELOPMENT July 1922.

Northern California and Sacramento Valley

RICH CLARKSBURG HARVEST

Clarksburg, (Yolo Co.), June 16.—Surveying the forthcoming harvest hereabout, prospects point to bounteous yields. In the Holland Land tract alone the following acreages are reported: beans, 3000; alfalfa, 2000; asparagus, 1000; new orchard, 1000; onions, 650; sugar beets, 500; potatoes, 500; besides several thousand acres in grain.

More diversified and intensive farming throughout the territory tributary to this Sacramento River point has spelled constantly increasing crop returns to the growing number of farmers who have been bringing the river section of the county to the front during the last four or five years.

S.F. Examiner

GED CA

1922-7-22

PUBLIC SEEKS HOLLAND LAND

CLARKSBURG, July 21.—Sales of several hundred acres of high-value crop land at this Sacramento river point by the Holland Land Company attest the renewed interest in country land, following the condition of extreme quietness in acreage sales that has generally prevailed. Development activities hereabout, as reflected in these transfers, indicate a wider recognition of the force of the arguments that economists and public men have been advancing that the abnormal trend to the cities must be turned back to the farms.

An increasing number of city dwellers have been visiting this district since the recent "exploration trip" and picnic staged by the Holland Land Company to show people from the bay cities what had been accomplished in the intensive development of the river section of Yolo county during the last five years.

CITY DWELLERS SEE CLARKSBURG

S.F. Call——1922-7-22

CLARKSBURG, July 22.—An increasing number of city dwellers have been visiting this district since the recent "exploration trip" and picnic staged by the Holland Land Company to show people from the bay cities what had been accomplished in the intensive development of the river section of Yolo County during the last five years.

For the irrigation of several hundred acres in the vicinity of this town a new twenty inch pump has just been installed by the Holland Land Company. This will make possible the intensive cultivation of an area of rather high ground not benefited by sub-irrigation.

Potato and onion growers have been irrigating their lands throughout the district fronting here, and many alfalfa growers are doing likewise. A large acreage of alfalfa, however, is showing vigorous growth on the third crop without irrigation.

Holland Land Co. Installs Big Pump

S.F. Bulletin 1922 7-22

CLARKSBURG, July 22.—For the irrigation of several hundred acres in the vicinity of this town a new twenty-inch pump has just been installed by the Holland Land Company. This will make possible the intensive cultivation of an area of rather high ground not benefited by sub-irrigation and will stimulate also the development of the acre lots in the immediate vicinity of the townsite.

Potato and onion growers have been irrigating their lands throughout the district fronting here, and many alfalfa growers are doing likewise. A large acreage of alfalfa, however, is showing a vigorous growth on the third crop without irrigation.

A highway sprinkler has been devised that takes water from the irrigation and drainage ditches as it covers the roads, thus obviating the need of a tank and loss of time required for constant refilling.

REAL ESTATE

HOLLAND LAND CO. SELLS MANY ACRES

S.F. Journal

Great Tract Near Clarksburg Being Subdivided at Rapid Rate

1922——7-25

FARMERS ARE BUYERS

Value of Soil for Various Crops Proved; Sales on Increase

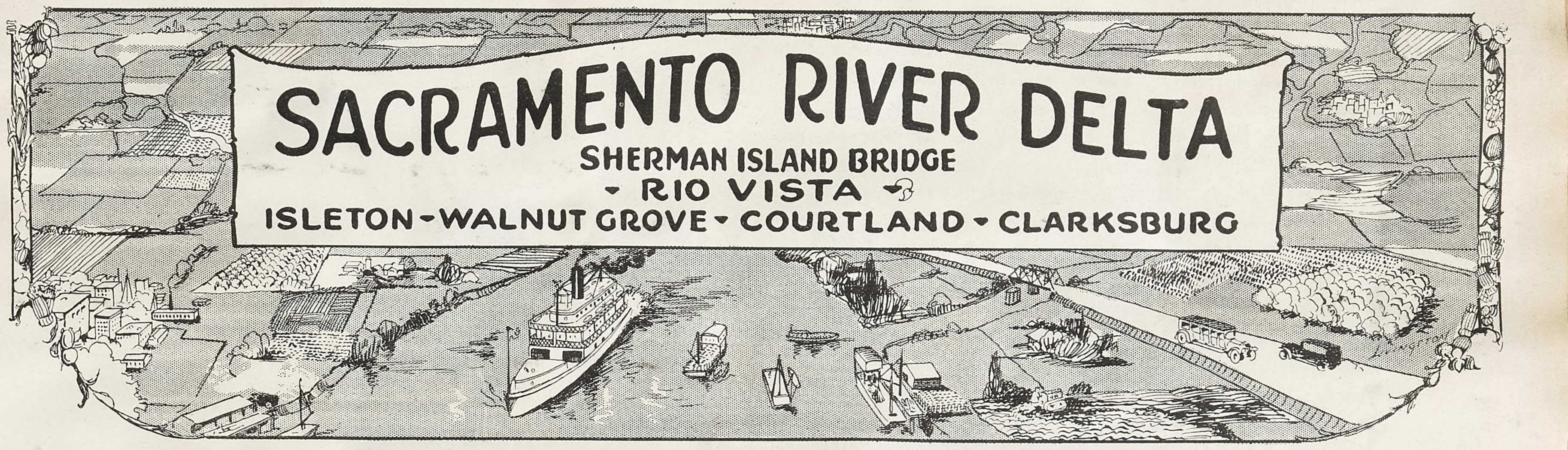
CLARKSBURG, July 24.—Despite a generally prevailing quietness in country land sales, several hundred acres of high value crop land have been sold by the Holland Land Company, which is subdividing 20,000 acres of high value crop land at this point. Particularly in view of conditions, these purchases are regarded as an indication of renewed interest in farm lands, a reflection of tangible results from the broadening recognition of the soundness of showings made by economists and statesmen that the nation's sustained prosperity lies in a greater movement back to the land.

City dwellers in increasing numbers have been visiting this district since the recent "exploration trip" and picnic staged by the Holland Land Company to give people from the bay cities a first-hand glimpse of the diversified farming activities now developed in the river section of Yolo county.

Irrigation for several hundred acres in the immediate vicinity of the new townsite here has been provided for in the installation, just being completed, of a twenty-inch pump. It will carry water to an area of rather high land that has not been benefited by the sub-irrigation generally obtained throughout the district. The Holland Land Company has built the new plant to further the intensive cultivation of the small farm acreages that are being steadily peopled. Seventy-two per cent of the land sold to date has been bought by former tenants or neighboring farmers.

Growers of potatoes and onions have been irrigating their lands in various parts of the district, and some alfalfa growers are doing likewise. The third crop of alfalfa, without irrigation, is showing vigorous growth on other large acreages.

As an incident to irrigation and drainage, a highway sprinkler has been devised to draw water from the ditches as it proceeds, thus saving time required for constant refilling and obviating the need of a tank.



Proposed $700,000 Highway

Connecting Contra Costa County With the Great Sacramento River Delta Sections of Central California From Antioch

THE people of that portion of the great Delta country of Central California as represented in Contra Costa and Sacramento counties, in the Antioch, Sherman Island, Rio Vista, Isleton, Walnut Grove, Courtland, Clarksburg and on to Sacramento sections, have made definite plans for the construction of a thoroughly modern and representative highway to cross this portion of the Delta country at the mouth of the Sacramento and San Joaquin rivers, to be known as the Antioch-Sherman Island-Rio Vista-Sacramento road.

This highway will shorten the distance between Sacramento and San Francisco from 110 to 96 miles, and will open for settlement and agricultural subdivisions one of the richest districts in the world.

The proposed road is to be twelve miles in length, and will cost to construct, including the building of a $500,000 bridge across the San Joaquin River, about $700,000.

The highway will lead from the present paved road at Rio Vista bridge, to Brannan Island, cross the slough between Brannan and Sherman islands by a fine bridge, thence follow the levee along Sherman Island, and cross the San Joaquin River above Antioch, probably at the point of the Southern Pacific railroad bridge site.

If necessary, the matter of the $500,000 bridge may be postponed to a later date until the money is available, and a big ferry be installed until the bridge can be built according to plans presented.

At an important meeting held in Antioch in March last, President Roy V. Davis of the Antioch Chamber of Commerce, in behalf of Contra Costa County, pledged support to the road.

Solano County, through Supervisor Thomas McCormack, gave similar promises.

Sacramento County also pledged its determination to put the road over, through Acting Chairman F. H. Upson of the Chamber of Commerce Highway Committee, and other representatives of county and municipal bodies promised to do their share towards the success of this great project that means much to these sections of the Delta and the cities and towns of this part of Central California.

An executive committee, comprising members of the Chambers of Commerce of Sacramento, Stockton, Tracy, Antioch, Oakland, Martinez, San Francisco and Brentwood, and representative irrigation district heads of the Byron-Oakley-Knightsen sections, to mature plans for the building of this road, has been appointed, and the Boards of Supervisors of Sacramento, Solano and Contra Costa counties have been asked to advance a sum of money for purposes of survey of the bridge site.

It is also proposed to introduce a bill in the next Legislature asking for financial support of that body for this great development. An undertaking that means so much to this richly endowed section of the Delta.

On this page is shown a map of the proposed highway from Antioch across the San Joaquin River via Sherman Island to Rio Vista. It gives a splendid idea of the project, showing the immediate sections to be benefited, in addition to the great artery to be opened up under such promising auspices.

The several counties directly concerned in this great project are getting behind it solidly, and when the next Legislature meets, Senator Sharkey and other representatives will ably present the undertaking in asking for the financial support necessary.

For the greater development of all sections of the wonderful Delta country more roads and bridges are needed, and they will come with an aroused public sentiment.

Figures from reliable sources tell of the travel in the northern Delta sections, and these emphasize what roads and bridges and ferries mean to the city of Sacramento, and how business in the capital city and towns along the route has grown with the building of connecting paved and concrete highways.

The free ferry maintained by Yolo County at Clarksburg, up in the Holland Land country, made 2157 trips in November, 1921, carrying 3635 vehicles and 9800 passengers.

Those who have watched the development of the Yolo side of the river in recent years, following the subdivision activities of the big land interests of that section, like the Holland Land Company, who plan the peopling of a great 50,000-acre farming community tributary to Clarksburg with intelligent agriculturists, fruit growers and farmers realize the wondrous possibilities that will follow the building of this Antioch-Sherman Island-Rio Vista highway.

With thousands of tourists traversing the newly opened districts each year, the vast amount of publicity received would attract new settlers and home builders to this country of many opportunities along agricultural, fruit growing, dairying and other lines of endeavor.

The slogan has gone forth, and from one end of the so-called island country to the other, from Sacramento to Antioch, the cry has been taken up—

"Let's build the Antioch-Sherman Island-Rio Vista Road."

Subdivisions will follow roads and bridges, and subdivisions mean white settlers in this richly productive white man's country These farmers do not necessarily have to reside on the island tracts they may lease or buy. They can build homes in any of the near-by towns, affording ideal living conditions and school facilities for their children, and motor back and forth in comfort.

Thousands of acres are being offered in subdivisions, and more thousands are to follow, as highways and bridges are built girdling the Delta north and south and from the west and east.

When these tens of thousands of acres of the most fertile lands in the United States are sold to small farmers, no longer will the cry of lack of labor be heard in the land; no longer will these great and mighty sections of our Delta country, the home of asparagus, celery, potatoes, beans, onions and the hundred and one odd products this marvelous soil will produce, including fruit, be alluded to as the abode of the Japanese and the Chinese!

Roads, bridges and subdivisions mean the coming of white folks—white habitation and white association.

This proposed Antioch-Sherman Island-Rio Vista road and the great bridge is the most important matter before the people of Northern California.

One of the State's mightiest assets is bottled up and so isolated that not more than one person in a thousand has even a vague idea of what it really constitutes.

In the Sacramento River Delta, for instance, on 15,000 acres, there was produced last year 1,000,000 cases of asparagus, valued at $4,500,000, or a production running to $300 an acre. This represents 90 per cent of all the asparagus grown in the United States.

This same Walnut Grove-Isleton-Rio Vista-Courtland country that the new road will vastly benefit, is one of the earliest fruit-producing sections in the State. Pears yield $500 an acre, and they ripen and are canned and shipped to Eastern markets before pears in other than Delta sections of California are ready for market.

The wondrous fertility of the soil produces marvelous growth and almost unbelievable yields. Many of the orchards in these Delta sections are valued at $4000 an acre. And the possibilities are so limitless the imagination finds it difficult to paint the picture.

The Borden road across the Delta from Stockton to the West Side sections is at present the island country's only outlet.

The great project of bridging the San Joaquin at Antioch, connecting with Sherman Island, Brannan Island, and on to Rio Vista, Isleton, Ryde, Walnut Grove, Courtland, Hood, Clarksburg and Sacramento, will bring through Contra Costa thousands of people who are now strangers to us.

Subdivisions on a tremendous scale will follow the opening of this road. Millions in investments will be poured into these wondrous sections.

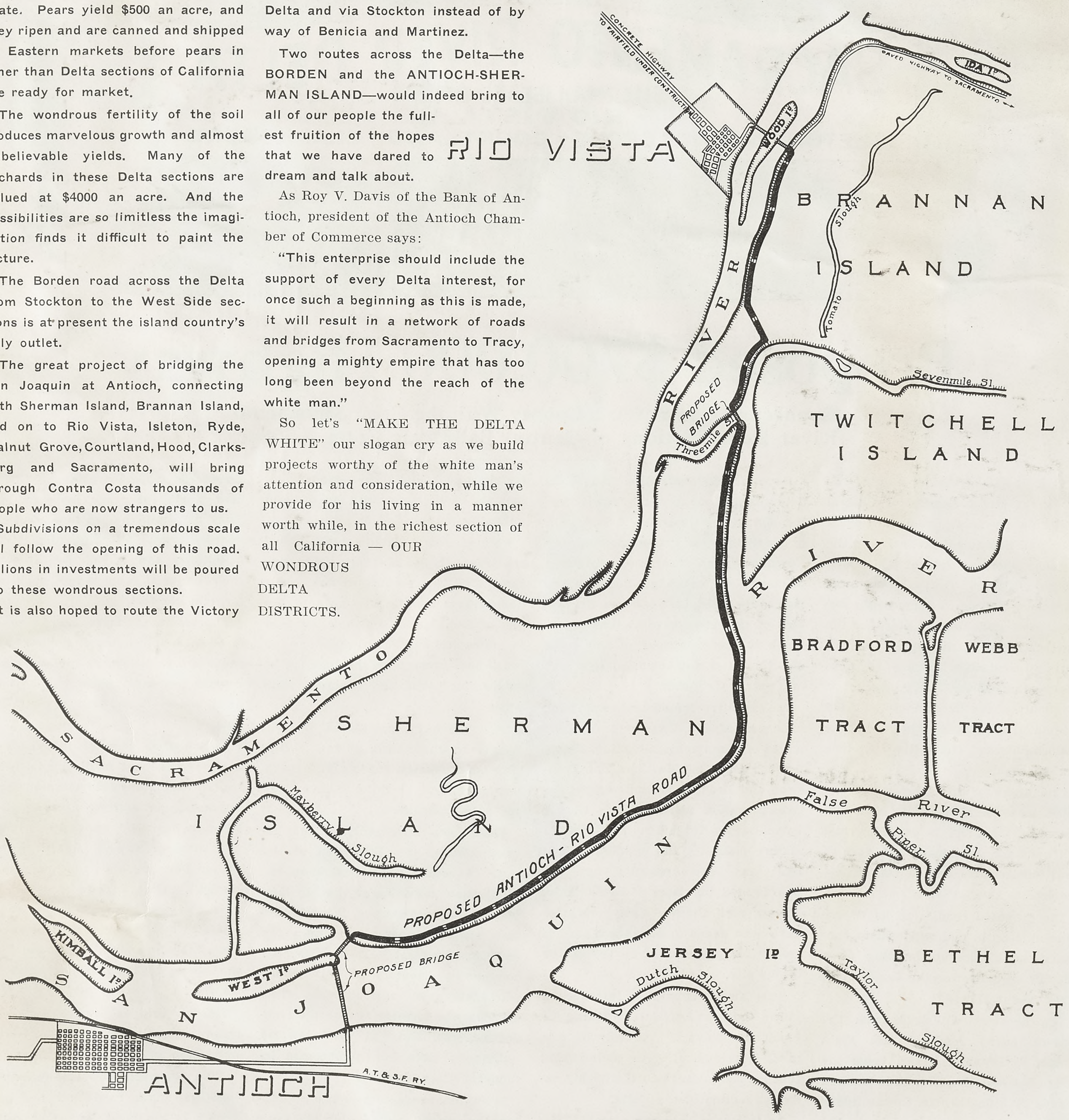
It is also hoped to route the Victory Highway from Sacramento over the Delta and via Stockton instead of by way of Benicia and Martinez.

Two routes across the Delta—the BORDEN and the ANTIOCH-SHERMAN ISLAND—would indeed bring to all of our people the fullest fruition of the hopes that we have dared to dream and talk about.

As Roy V. Davis of the Bank of Antioch, president of the Antioch Chamber of Commerce says:

"This enterprise should include the support of every Delta interest, for once such a beginning as this is made, it will result in a network of roads and bridges from Sacramento to Tracy, opening a mighty empire that has too long been beyond the reach of the white man."

So let's "MAKE THE DELTA WHITE" our slogan cry as we build projects worthy of the white man's attention and consideration, while we provide for his living in a manner worth while, in the richest section of all California — OUR WONDROUS DELTA DISTRICTS.



Map of the Proposed Antioch-Rio Vista Highway Across Sherman and Brannan Islands and the Bridge Over the San Joaquin River.

A Giant Project That Will Uncork the Sacramento River Delta and Connect With Contra Costa, Bringing Through These Sections a Greatly Increased Travel, and Result in Subdivisions of Many Island Tracts in Contra Costa and Sacramento Counties.

Drawn expressly for the Eighth Booster Edition of the Byron Times by Budd & Widdows of Stockton

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New Irrigation Plans Made by Land Firm

Special Dispatch to The Chronicle.

CLARKSBURG, July 21.—Irrigation for several hundred acres in the immediate vicinity of the new townsite here has been provided for in the installation just being completed, of a twenty-inch pump. It will carry water to an area of rather high land that has not been benefited by the sub-irrigation generally obtained throughout the district. The Holland Land Company has built the new plant to further the intensive cultivation of the small farm acreages that are being steadily peopled. Seventy-two per cent of the land sold to date has been bought by former tenants or neighboring farmers.

Growers of potatoes and onions have been irrigating their lands in various parts of the district, and some alfalfa growers are doing likewise. The third crop of alfalfa, without irrigation, is showing vigorous growth on other large acreages.

SFChronicle 1922-7-24

Holland Land Co. Notes.

CLARKSBURG, July 24.—Sales of several hundred acres of high value crop land at this Sacramento River point by the Holland Land Company attest the renewed interest in country land, following the condition of extreme quietness in acreage sales that has generally prevailed. Development activities hereabout, as reflected in these transfers, indicate a wider recognition of the force of the arguments that economists and public men have been advancing that the abnormal trend of the cities must be turned back to the farms.

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A highway sprinkler has been devised that takes water from the irrigation and drainage ditches as it covers the roads, thus obviating the need of a tank and loss of time required for constant refilling. Byron Times 1922 7-28

AUGUST-Orchard & Farm

A Call to Exacting Farmers
(Those who know how to farm and how to figure)

15 miles
Down River
from Sacramento

You Come to Clarksburg where

72%

of the land sold to date has been bought by former tenants or neighboring farmers.

Here you can grow—profitably—
Asparagus—2nd year crop paying $125-$160 an acre.
Pears—earliest; heaviest production; best for canning.
Beans—good for $100-$150 an acre.
Sugar Beets—count on $150-$200 an acre.
Alfalfa—yields run $100-$150 an acre.

Celery
Cherries
Corn
Garden Truck
Grain
Grapes
Hops
Onions
Peaches
Plums
Potatoes
Prunes
Peas
Seeds to Sell
Spinach
true diversity

Here in the last of the famous river sediment tracts of Yolo County, where the major development work is complete—pioneer cultivation, irrigation, water and rail transportation, townsite advantages, you can buy land, in parcels to suit, for as little as $25 an acre cash down; balance in annual payments at 6 per cent interest.

A post card will bring you details. Write it now.

HOLLAND LAND COMPANY

Clarksburg, California.

Offices also in San Francisco, 351 California St.
Sacramento, Capital National Bank Building.

Inspection trips from nearby points at our expense.

Sacramento Delta—An Eden of California

In the Productive Rio Vista, Isleton, Ryde, Walnut Grove, Courtland, Hood and Clarksburg Sections Are Found Ideal Agricultural and Fruit Growing Districts—The Home of Asparagus

THE charmingly interesting and progressive town and community of Walnut Grove is located in a most picturesque and productive section of the justly famed Sacramento Delta country, directly on the winding Sacramento River, where the horseshoe bend forms at the eastern end of the Grand Island country, and the north

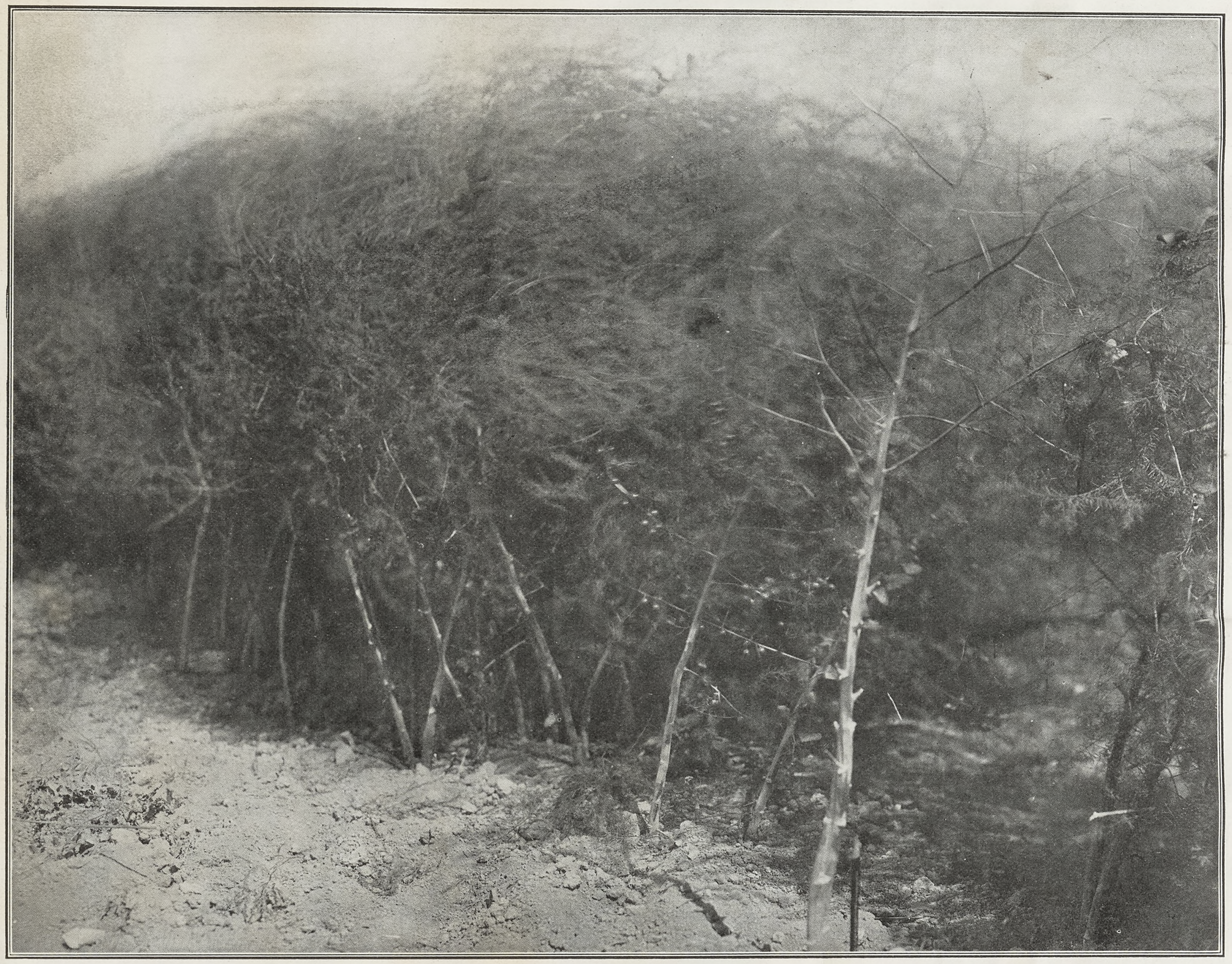
Through this understanding and application by the pioneers of the Sacramento Delta country, the lands have been made to produce commodities that are now assisting in feeding the world and returning a golden harvest to the hardy present generation that has fought a difficult and steadily advancing battle in this region.

to accomplish a herculean task of reclamation of half a million acres of land, now more productive than the tremendously fertile territory adjacent to the waters of the Nile of Egypt.

Nearly 550,000 acres can be considered wholly as the deposit of the Sacramento River. No artificial methods of renewing the soil could possibly

the famous Netherlands delta of the old world.

The great Sacramento River Delta region comprises practically all the land lying in the rough triangle formed by Rio Vista, Walnut Grove and Sacramento, as shown on the big double page on other pages of this Eighth Booster Edition of the BYRON TIMES.



MOST REMARKABLE PICTURE EVER TAKEN OF AN ASPARAGUS FIELD, ON TYLER ISLAND, IN THE SACRAMENTO RIVER DELTA

The Artist's Pencil Sticking in the Ground Gives a Comparative Size of the Wonderful Growth of This Vegetable Which, When Left for Seed Purposes, as in This Case, Attains a Height of Several Feet. The Delta Country of Sacramento, Contra Costa and San Joaquin Counties Produces 90 Per Cent of All the Asparagus Grown in the United States

From a photograph by McCurry of Sacramento

wonderfully fertile acres of the Sacramento Delta region, once a submerged division, have been transformed in a comparatively short period of time into one of the most marvelously productive zones in the world.

In this section of the Golden State—California—what before was done in husbandry in the light of practical experience, is nowadays done in the light of science. Even the earliest forms of intensive cultivation demand the practice of fundamental processes of husbandry.

The pioneers of this section realized that here in the Sacramento Delta was a district that for ages had been forming through accumulation of sedimentary and peaty loams rich in alluvial deposits of silt and vegetable material carried by the waters of the Sacramento River as the stream wended its course to the sea.

Studying the experiences and methods adopted by the Hollanders in reclaiming the overflowed districts of The Netherlands, these California pioneers of the Delta sections set about

equal what nature has so bountifully provided in the deposits from the overflows of the great waterway of Northern California for ages. The tiller has only to sow the seed and reap the golden reward at harvest time.

Through local and State aid, financial assistance has rendered available millions of dollars which have been expended in less than a score of years past in the work of reclamation of some thirty districts. The transformation has been a greater marvel to the new world than was the diking of

Grand, Sherman, Stratton, Twitchell, Brannan, Ryer, Tyler, and Andrus are the largest of the islands.

There are many others, including Sutter and Merritt, with the Holland Land Company's 20,000 acres to the north, that support farms of great value and contribute heavily to the aggregate prosperity of the country.

The towns of the region, in geographical order, are Rio Vista, the capital of the Sacramento River Delta; Isleton, Ryde, Walnut Grove, Courtland, Hood and Clarksburg.

ORCHARD and FARM

August ESTABLISHED 1888 1922

Published Monthly by Country Life Publishing Company
1111 South Broadway, Los Angeles, California
"THE SILENT PARTNER OF THE SUCCESSFUL FARMER"
as second class matter at the Post Office of Los Angeles, California, under act of Congress of March 3rd, 1879.

Are You the Man Who "Never Reads Advertisements"?

SOME men, who are neither blind nor illiterate, claim sincerely that they "never read advertisements."

Yet, if you could investigate in each case you would find that the man who "never heads advertisements" uses an advertised tooth paste or shaving cream or soap. If he owns an automobile it will be an advertised car. If you ask his opinion of any automobile he will reply in words that might have been lifted bodily from an advertisement of that automobile.

STOP LOOK
LISTEN

Advertising has formed his opinions to a great degree. He may have received his information through others who obtained their knowledge from advertising even if he does say he "never reads advertisements."

Not one of us ever reasoned out entirely from his own mind that the earth is round. If we had not read it or heard it we would never have known it.

In these days of good, truthful, helpful advertising to say "I never read advertisements" is merely your way of saying, "I don't read all advertisements."

ORCHARD and FARM is famed, not only for its "regular" advertising, but also for the exclusive, new announcements, which find their origin in this publication. Modern ads are "as newsy as news," and until you've read them you haven't read the magazine. You are invited to use the convenient index below. It is published each month for the convenience of our subscribers.

Alphabetically Arranged Advertising Directory

LAND, INVESTMENT OPPORTUNITIES—

Page

Farm Lands—Where can I get rich farm lands for as little as $25 an acre down?.... 17

Little Farms—Is it possible to make a satisfactory living upon a very small acreage? 29

S.F. Bulletin August 5, 1922

Clarksburg to Have Another New School

CLARKSBURG, Aug. 4.—Voters of the Clarksburg Union School District, by a majority in excess of six to one, authorized a bond issue of $75,000 last Wednesday for a new school building to accommodate the increased school population that the subdivision of the Holland Land Company tract has attracted to this Sacramento River town. The vote in Clarksburg itself was 103 to 3; the total vote, 123 to 20.

The trustees plan a concrete or hollow tile structure of six rooms, auditorium, teachers' room, kitchen, and other modern equipment. Especial attention is to be given to the beautification of the grounds in accordance with the best practice of the day.

NEW SCHOOL VOTED FOR HOLLAND TRACT

$75,000 Will Be Spent for Building at Clarksburg, Yolo County

S.F. Journal 1922 8-5

CLARKSBURG, Aug. 4.—By more than a six-to-one vote, a bond issue of $75,000 for a new school building at this Sacramento river town was carried at the election called by the trustees of the Clarksburg Union School District. The vote was 123 to 20, the tally in Clarksburg itself being 103 to 3.

It is planned to erect a concrete or hollow tile structure of six rooms, auditorium, kitchen, teachers' room and other modern equipment. The grounds will be beautified.

The rapid peopling of the district, through the subdivision activities of the Holland Land Company, has made the expansion of school facilities imperative.

Clarksburg To Spend $75,000 On Her Schools

Woodland Democrat

✤ Carrying by more than a six to one vote, a bond issue of $75,000 for a new school building in Clarksburg was authorized. The election carried 103 to 3, the vote in the entire district being 123 to 20. 8-5-22. ✤

✤ The trustees plan to erect a concrete or hollow tile building of six rooms, auditorium, kitchen, teachers' rooms and other facilities of the modern type structure. Attention will be given particularly to the beautification of the grounds. ✤

$75,000 Voted for Clarksburg School

1922 8-5

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Bonds Voted for School Building

Oakland Tribune

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Clarksburg Will Build New School

Daily Court News.

CLARKSBURG, August 5.—Carrying by more than a six to one vote, a bond issue of $75,000 for a new school building here was authorized. In Clarksburg the election carried 103 to 3, the vote in the entire district being 123 to 20. 8-7-22.

The trustees plan to erect a concrete or hollow tile building of six rooms, auditorium, kitchen, teachers' room and other facilities of the modern type structure. Attention will be given particularly to the beautification of the grounds.

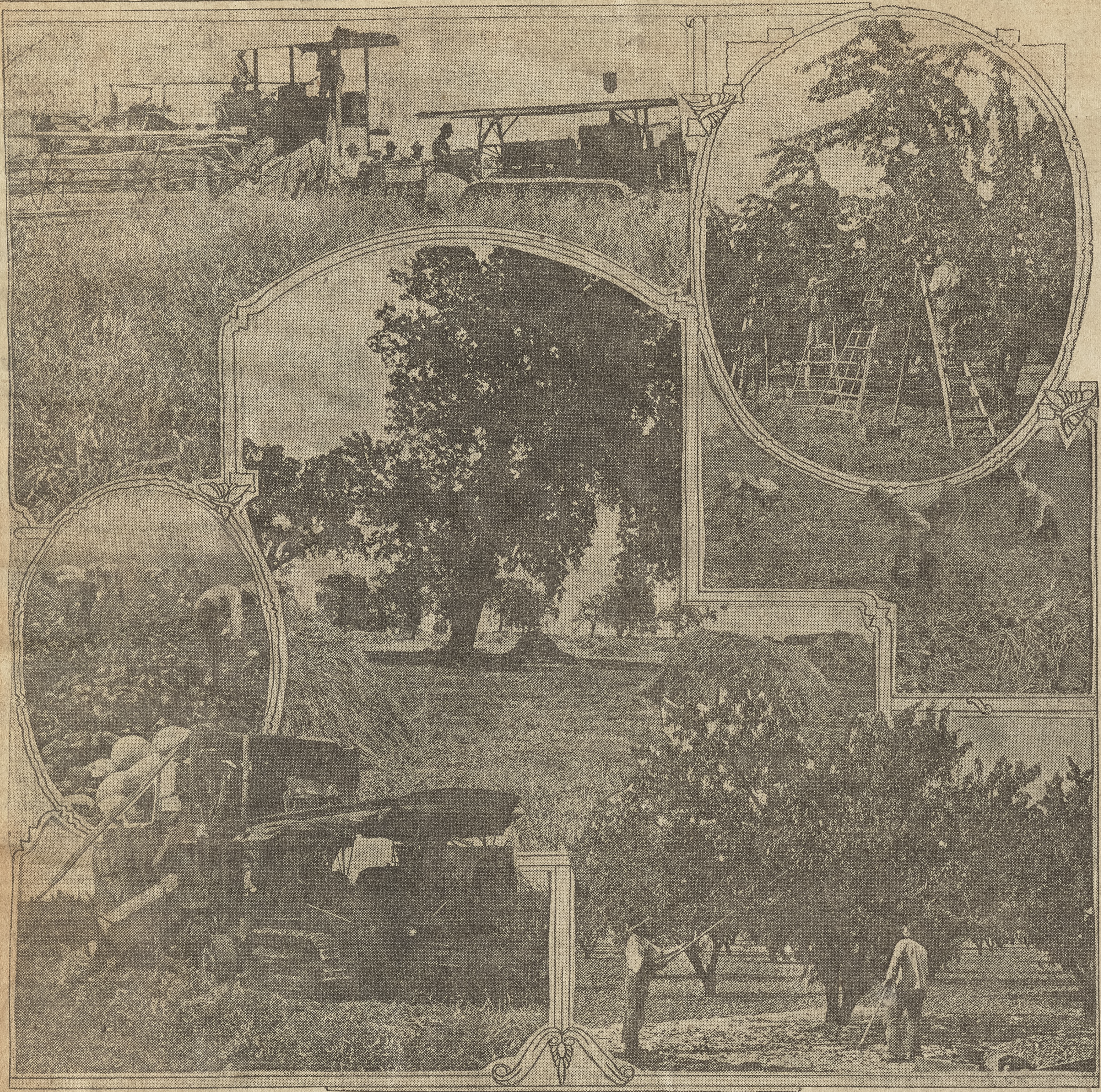
Clarksburg Votes For New School

S.F. Call 8-12-22

CLARKSBURG, Aug. 5.—A bond issue of $75,000 for a new school building in this town has been carried by a vote of more than six to one. The new school will contain six rooms, auditorium, kitchen and teachers' rooms and the grounds will be beautified.

SACRAMENTO, CAL., SATURDAY EVENING, JULY 22, 1922

HARVEST is in full swing throughout Superior California. Grain, fruit, hay, vegetables, all are being taken from the fertile fields and sent to or prepared for market. In the upper left is shown a harvest scene in the barley fields of the Huston Farms, in Yolo County; in the lower left is a bean-threshing scene on the property of the Holland Land Company, in the Sacramento delta lands. Cherry picking in Sutter County is shown in the upper right, and in the lower right is an almond harvest scene near Arbuckle. In the center is a typical valley hay field, with a great oak; and on its right is an onion field at harvest time; at the left a melon field in the Sutter Basin.



Pacific Rural Press 8-12-1922

A CALL TO EXACTING FARMERS!

(Those who know how to farm and how to figure)

COME TO CLARKSBURG

Fifteen miles down river from Sacramento, where

72%

of the land sold to date has been bought by former tenants or neighboring farmers.

Here you can grow—profitably—

Asparagus—2d year crop paying $125-160 an acre.

Pears—earliest; heaviest production; perfect canning pears.

Beans—good for $100-$150 an acre.

Sugar Beets—count on $150-$200 an acre.

Alfalfa—yields run $100-$150 an acre.

Celery
Cherries
Corn
Garden Truck
Grain
Grapes
Hops
Onions
Peaches
Peas
Plums
Potatoes
Prunes
Seeds to Sell
Spinach
—true diversity

Here in the last of the famous river sediment tracts of Yolo County, where the major development work is complete—pioneer cultivation, irrigation, water and rail transportation, townsite advantages, you can buy land, in parcels to suit, for **as little as $25 an acre cash; balance in annual payments, 6 per cent interest.**

A postcard will bring you details. Write it now.

HOLLAND LAND COMPANY

Clarksburg, California.

Offices also in San Francisco, 351 California St.
Sacramento, Capital National Bank Building.

Inspection trips from nearby points at our expense

Literally

Get Back to the Soil

It pays { in health for you and yours
in outright enjoyment of *living*
from the investment standpoint

provided you get

Good crop land, well located, reasonably priced

Sound Security

- Sediment soil—deep, virgin, lasting
- Diversity of crops
- Big-pay Crops
- Sub-irrigation or surface low-head pumping
- Graded tree-lined roads aplenty
- Water transportation
- Paved road to city
- 30 minutes to capital
- Resident supervision
- Sensible restrictions
- High farming standards
- Moderate prices
- Six per cent interest
- Easy payments
- Insured land titles
- Community spirit
- Farm Bureau center
- Satisfied settlers

Come to Clarksburg

15 miles down river from Sacramento, within three hours of San Francisco

You can make that dream come true—your hope of actually possessing a profitable California farm home. Make your decision only after intelligent investigation of all factors. Convince yourself of the future development and enhancing values; it will sustain your determination to win what shall truly be your place in the sun—a home in the great outdoors where valley warmth that means bounteous crops is moderated by bay breezes.

Become an Owner in the Last of the Famous River Sediment Tracts of Yolo County

Terms planned to meet the needs of the city man who must "stick on the job" while he pays for his farm home and works toward the day when he can become a part in the farm community life.

Choice of Crops

- Pears
- Potatoes
- Peaches
- Alfalfa
- Asparagus
- Cherries
- Seed to sell
- Grapes
- Garden truck
- Hops
- Prunes
- Celery
- Onions
- Grain
- Peas
- Plums
- Beans
- Spinach
- Corn
- Sugar beets

The major development work is complete—pioneer cultivation, irrigation, transportation outlets, townsite advantages. You can improve your selected tract as time and funds permit—the joy and exhilaration of the unfolding reality will carry you on and through.

As Little as $25 an Acre Cash Down

See this 20,000-Acre Principality as Our Guest

Transportation paid both ways from points in the vicinity of the San Francisco Bay cities, Sacramento and Stockton. No obligation whatever incurred; no high pressure sales methods used. Take Step No. 1—forward. Get in touch with one of our offices.

HOLLAND LAND COMPANY

SACRAMENTO
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
Balfour Bldg.,
351 California Street

CLARKSBURG
The Town on the
Property

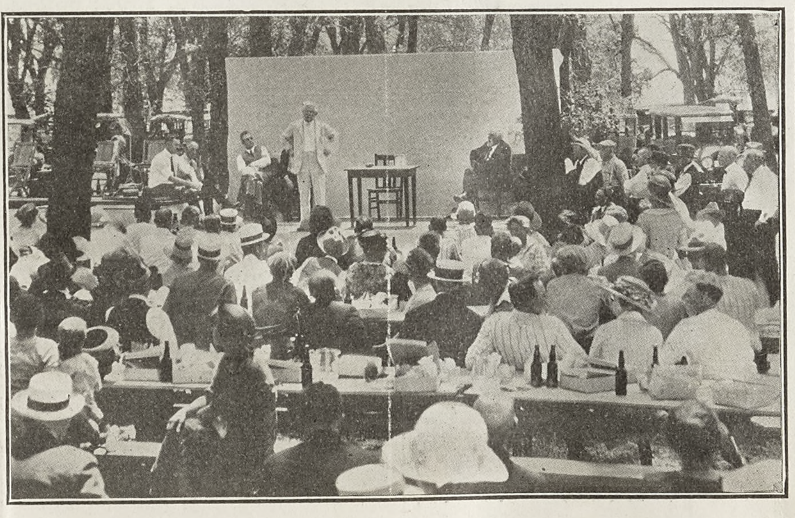
Sacramento Valley Development and Progress

MORE than two hundred business and professional men, and members of their families, resident in the San Francisco Bay district were given a glimpse last Sunday of the agricultural principality that has been developing on the west side of the Sacramento River, centering at Clarksburg, fifteen miles down river from the state capital. They returned with a new and keener recognition of the part the farmer is playing in the stimulated growth of the metropolitan area.

Leaving the electric train at Lisbon station they were carried in automobiles for a rapid swing through the district, passing a succession of fields of alfalfa, sugar beets, asparagus, beans, potatoes, and onions, interspersed with young orchards of pears, plums, peaches and cherries. They saw a shrinking acreage of grain as the extension of high value crops encroached on this pioneer crop of the large scale farmer. New dwellings met the eye, some of them of a type to do credit to any city street frontage.

After a big box lunch under the trees, Gus Olson, General Manager of the Holland Land Company, the host of the day, called on some of the visitors for short talks. The first to respond was Chief Justice Lucien Shaw of the State Supreme Court, who has been familiar with the entire development history of the tract. He declared that every dig in the rich soil meant something of value for the future.

Professor Claude B. Hutchison, the new dean of the branch of the College of Agriculture at Davis, asserted that he had never seen finer crops of alfalfa and potatoes than he had just passed by. He indicated the scope of the problems of the college to cover a territory paralleled on the Atlantic Coast by the service of sixteen states and sixteen colleges of agriculture, with appropriations running well into the millions. The utilization of the soil for crops as asparagus, he pointed out, represented a great forward step in the development of the agricultural resources of the state in the most intensive manner. These lands, he said, attracted a type of agriculture that lends itself to intensive development.



Picnic on Holland Land Tract

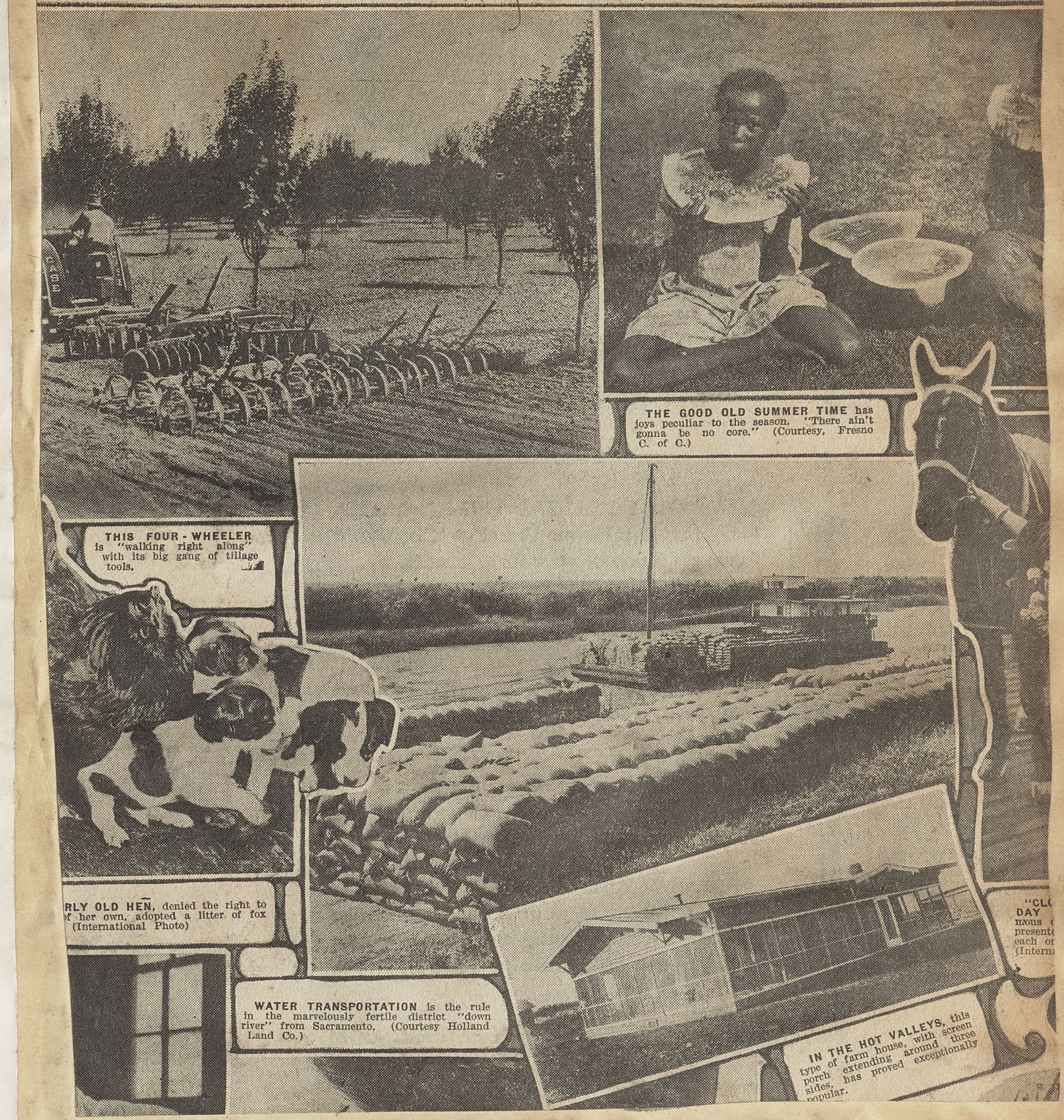
Judge C. E. McLaughlin of Sacramento advised the young men in his audience to get on the land—to buy land in the deltas of the Sacramento or San Joaquin rivers. "The call back of the land," he said, "to the tilling of the soil is the solution of the great problem confronting the people of America; particularly in our own region it is the solution of the relations of this country with the non-assimilable peoples of other lands."

As a pioneer resident of the district Lester Hinsdale declared the section to be the best reclamation district in the northern part of the state. E. A. Gammon, director of the fruit and agricultural bureau of the Sacramento Chamber of Commerce, brought greetings and expressed the readiness of his organization to assist any laudable enterprise. General E. H. Archer, president of the Yolo County Board of Trade, also spoke.

Concluding the program, President J. V. Mendenhall of the Holland Land Company, welcomed the visitors from the city and the several hundred farmers and business men from nearby points. He emphasized the interdependence of city and country prosperity, and pointed out the great opportunities awaiting the city dweller to put part of his energy and financial resources into the development and intensive cultivation of lands brought past the pioneer, major stage of development by large capital. The financial knowledge and business acumen of the business man was needed in bringing the back country to its destined stage of development, he declared.

THE STORY'S IN THE PICTURE

August 1922



THE GOOD OLD SUMMER TIME has joys peculiar to the season. "There ain't gonna be no core." (Courtesy, Fresno C. of C.)

THIS FOUR-WHEELER is "walking right along" with its big gang of tillage tools.

RLY OLD HEN, denied the right to f her own, adopted a litter of fox (International Photo)

WATER TRANSPORTATION is the rule in the marvelously fertile district "down river" from Sacramento. (Courtesy Holland Land Co.)

IN THE HOT VALLEYS, this type of farm house, with screen porch extending around three sides, has proved exceptionally popular.

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Byron Times - 8-11-22

New School For Clarksburg

Clarksburg, Yolo County, August 5.—Carrying by more than a six to one vote, a bond issue of $75,000 for a new school building here was authorized by the electors last Wednesday. In Clarkburg the election carried 103 to 3, the vote in the entire district being 123 to 20.

The trustees plan to erect a concrete or hollow tile building of six rooms auditorium, kitchen, teachers' rooms and other facilitites of the modern type structure. Attention will be given particularly to the beautification of the grounds.

The need for additional school facilities, which has become acute of late, reflects the steady peopling of the district as a result of the activities in the Holland Land Company in subdividing 20,00 acres centering at this point.

Sacto. THE BEE'S SPECIA
1922-8-7

ANTIOCH BRIDGE PROJECT IS LAUNCHED

Committee Named at Meeting Yesterday to Obtain Finances; Legislative Aid to Be Asked

ANTIOCH (Contra Costa Co.), August 7.—Determined to do all in their power to secure a bridge at Antioch across the [illegible] San Joaquin River, delegates met at 2 o'clock yesterday in Antioch and appointed various committees for the purpose of cementing industrial, business and commercial interests of Superior California into a campaign to secure funds from the next Legislature to put the bridge across.

One of the committees appointed, made up of Walter I. Hechtman, Chairman; J. V. Mendenhall, Supervisor Trimble of Contra Costa County and George W. Peltier of Sacramento, will appear before the Chambers of Commerce in Oakland, Alameda, Berkeley and San Francisco, for the purpose of securing their co-operation in the matter.

Contra Costa Wants Bridge.

A committee composed of Walter I. Hechtman, W. F. Gardner and George W. Peltier will appear before the Supervisors of Sacramento County and secure their active interests in the project. The Supervisors of this county have already gone on record as favoring the erection of a bridge at Antioch. Other committees including a Legislative Committee were appointed during the meeting Sunday.

"The value of a bridge at Antioch is almost inestimable," declared Peltier, in discussing the proposal, "for it will open two vast territories which are now separated from themselves as well as from direct communication with the Bay Cities. These two territories lie, one from Antioch north to the Oregon line and the other from Antioch south to the Tehachapi Mountains.

"The bridge will also provide a direct road communication through the Sacramento Delta District with the Bay cities. This is of great value in itself for the value of the Delta District crops each year runs over the $90,000,000 mark."

Byron Times 8-11-22

ANTIOCH-SHERMAN

Island Bridge Project Boosted At Important Meeting.

ANTIOCH - Sherman Island Bridge Committee held an important meeting at Antioch Sunday afternoon. A permanent organization was brought into being by the election of Roy V. Davis as chairman and Editor Flaherty of the Antioch Ledger as secretary.

G. W. Peltier, well known banker of Sacramento, presented maps and other data. Following a favorable consideration by the War Department, the bridge matter would be presented to the next Legislature. The cost of the proposed structure would be about $500,000.

The bridge proper will be 325 feet in length, with a 150 foot clearance. It will be of the bascule type. It is 560 feet from Sherman Island to the bridge, and over this distance there will be a concrete trestle.

The southern end of the bascule will rest on West Island, a small Island in the San Joaquin river. A concrete roadway across West Island for a distance of 250 feet will connect with another concrete trestle 2920 feet in length from West Island to the Antioch side.

This latter trestle over the San Joaquin will be high enough to allow the passage of small vessels. The depth of water here is about thirty feet. The deep water for the passage of large vessels is in the 150 foot distance mentioned.

Committees were appointed to visit the various Boards of Supervisors to secure endorsement of the plan. The following were chosen:

For Solano County—Supervisor Thomas McCormack and George Gordon.

For Contra Costa County—Sheriff R. R. Veale.

For Sacramento County—G. W. Peltier of Sacramento, J. W. Gardiner of Isleton and I. W. Hechtman of Sacramento.

For San Joaquin County—J. V. Mendenhall, Supervisor Trembath and Harry Hammond.

The Supervisors of Sacramento and Contra Costa counties are in addition to be asked for a donation of $1500 toward the preliminary surveys, which will cost in the neighborhood of $3000. The two counties may decide, instead of cash subscription, to order the work done by the county surveyors.

I. W. Hechtman called attention to the necessity of creating State sentiment for the great project. Fullest co-operation of all interests is necessary to put it over. Sheriff Veale also spoke for united co-operation, for the great enterprise spelled wonderful development for a section all too long neglected.

Mr. Peltier said he was authorized by the Sacramento Chamber of Commerce to say that his county was pledged to build a splendid highway from Rio Vista to the Sherman Island terminus, making a continuous highway from Sacramento to Contra Costa.

J. V. Mendenhall, president of the California Delta Farms and president of the Holland Land Company, urged united action on the part of all counties directly interested to push this enterprise to completion.

He said the interests he represents have paid in taxes to the surrounding counties the immense sum of $321,000, and very little has been given in return. The Borden road is the only artery we have. We must open up this mighty Delta empire.

There should be no hesitation on the part of any one. If we ever expect to develop the Delta we must have roads east and west and north and south. This Antioch-Sherman Island project is the biggest thing now before the people.

A motion by Mr. Peltier to give a vote of thanks to the BYRON TIMES for its "splendid publicity" for this project in the Booster Edition was adopted. Th
terprise is fully exp
maps and other
pages 77 and 7

See also issue 7-1

age 148 8-12-22 Editorial

The Pacific Rural Press
Issued Every week at 525 Market St., San Francisco
Member Standard Farm Papers.
Member Audit Bureau of Ci

COUNTRY BUSINESS IS CITY BUSINESS.

To the Editor: I am prompted to write to you particularly to comment on your editorial in the July 8 issue, headed "No Farmers in the Team." It is the truth, every word of it. These San Francisco merchants, manufacturers, builders, bankers, middle men and exporters, don't yet realize the importance of developing high-class agriculture in our big California back-country. Just before I read this editorial, I had dictated an article for the Commercial News Annual and am enclosing a copy. Perhaps we have some common ideas. I am claiming that California's rapid progress to her peak of destiny clearly depends on the proper development of its agricultural area. Her progress can be hastened by bringing more farmers to the state, by an additional capital investment on each bare acre to increase production and crop value—and the city man's money, brains and resourcefulness should be brought into play.—J. V. M., San Francisco.

Our contention was that a city organization trying to advance the growth and prosperity of the city through the development of farming, without the active co-operation of the farmers themselves, would be trying to lift itself by its own boot-straps. Our reader-editor approves that claim of ours and adds that the city must put its interest and its money not alone into publicity enterprises, but must put itself and its money into actual rural improvement and development of greater rural attractiveness and productivity, which shall of itself be a demonstration of desirability of California rural investments and activities, far beyond anything that can be done with hot air and printer's ink—most efficient as we must concede the latter to be, or get our head broken by associates of our own craft! We now swear to the complaint against the current city procedure, as amended by our contributor, and argue that the judgment must be that city promoters must co-operate with rural residents and producers in making farming a better business—or else forever after hold their peace!

IRRIGATION ON HOLLAND LAND

Oakland Tribune 8-20-22

CLARKSBURG, Aug. 19.—Irrigation for several hundred acres in the immediate vicinity of the new townsite here has been provided for in the installation, just being completed, of a twenty-inch pump. It will carry water to an area of rather high land that has not been benefited by the sub-irrigation generally obtained throughout the district. The Holland Land Company has built the new plant to further the intensive cultivation of the small farm acreages that are being steadily peopled. Seventy-two per cent of the land sold to date has been bought by former tenants or neighboring farmers.

Growers of potatoes and onions have been irrigating their lands in various parts of the district, and some alfalfa growers are doing likewise. The third crop of alfalfa, without irrigation, is showing vigorougs growth on other large acreages.

As an incident to irrigation and drainage, a highway sprinkler has been devised to draw water from the ditches as it proceeds, thus saving time required for constant refilling and obviating the need of a tank.

HOLLAND LAND IS MAKING SALES

Oakland Tribune 8-20-22

CLARKSBURG, Aug. 19.—Despite a generally prevailing quietness in country land sales, several hundred acres of high value crop land have been sold by the Holland Land Company, which is subdividing 20,000 acres of high value crop land at this point. Particularly in view of conditions, these purchases are regarded as an indication of renewed interest in farm lands, a reflection of tangible results from the broadening recognition of the soundness of showings made by economists and statesmen that the nation's sustained prosperity lies in a greater movement back to the land.

City dwellers in increasing numbers have been visiting this district since the recent "exploration trip" and picnic staged by the Holland Land Company to give people from the bay cities a first-hand glimpse of the diversified farming activities now developed in the river section of Yolo county.

Sacto. Valley Monthly

ASKS CITY MEN TO GIVE ATTENTION TO FARM LIFE

The Holland Land Company, which has reclaimed and is subdividing a large tract of land in Solano County, gave a picnic on its land at Clarksburg on June 28th, to which a large number of city business men were invited. This was a means of acquainting some of the city dwellers with some of the problems of land development. During the course of the day's activities President J. V. Mendenhall of the company delivered an interesting address, which is reproduced in part herewith:

"The real purpose of this gathering to which we have invited the business and professional men of the bay cities is to carry home to them the idea that the greatest need of the big back country is the individual units of capital for the more intensive improvement required in this second stage of development. Also we want to introduce them to our farmer folks.

"The activities and interests of the population of the great metropolitan bay cities are centered on manufacturing, exporting and importing, merchandising, and largely in processing, storing and manufacturing the 70 per cent of the state's products which flow to the world's market from the port and terminals surrounding our great harbor.

"The power companies, the transportation companies, the bond investor, the bank lender, the wholesaler, brokers, insurance companies, produce dealers, exporters, canners, packers, warehouse men, and almost every individual, each and all take a share as the products of the back country move on their way for each varied service they perform. The banker, lawyer, physician, merchant, broker and dealer of these cities hardly realizes how basic is the production of the big back country, and how absolutely necessary the success of the farmer, vineyardist and orchardist is to the city man's population.

"The pride of ownership, the pleasure of creation, the relaxation of a diversified interest, a new kind of health which is not promoted by the shades of the city skyscrapers, the blue glow of electric lights, the vitiated air of small rooms and the street fumes of gasoline—these are some of the worth while rewards of the outdoor life.

July 1922

Work Begins on $50,000 Power Line

1922 9-9

Special Dispatch to The Chronicle.

CLARKSBURG, Yolo county, Sept. 8.—Construction work has begun on the $50,000 extension of the Great Western Power Company line, which is to cover fifteen miles. This will substantially further the development of the 50,000-acre agricultural district centering here. Wires are in place and have been strung from the Holland Land Company's headquarters to a point west of Jefferson boulevard. The power company has established a camp at North Courtland road to expedite the work.

S.F. Bulletin 1922 9-2

Holland Land Has Bumper Bean Crop

CLARKSBURG, Sept. 2.—With a bounteous crop assured, bean growers on the Holland Land Tract here are preparing to harvest some 5000 acres of various varieties, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Plantings run from 50 to 600 acres or more.

The harvest of sugar beets also promises a good yield, estimates running from 15 to 22 or 23 tons to the acre. The importance of the crop is indicated by the construction of a new sugar beet dump by the Alameda Sugar Company.

Fine Crop of Beans and Beets

1922 9-2
S.F. Coml News

CLARKSBURG, Yolo County, September 1.—With a bounteous crop assured, bean growers on the Holland Land tract here are preparing to harvest some 5000 acres of various varieties, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican Reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Plantings run from 50 to 600 acres or more.

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Page 1

9/2/22 S.F. Examiner

Bounteous Crops On Holland Land

CLARKSBURG, Sept. 1.—With a bounteous crop assured, bean growers on the Holland land tract here are preparing to harvest some 5,000 acres of various varieties, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Plantings run from 50 to 600 acres or more.

BEAN HARVEST UNDER WAY

1922 9-3

Clarksburg District Producing Good Crops

S.F. Journal

CLARKSBURG, Yolo county, Sept. 2.—Harvesting of some 5000 acres of beans will soon be under way at this Sacramento river shipping point. A survey of the district indicates good crops, plantings running from fifty up to 600 or more acres. Pinks and large whites predominate, with some acreage in bayos, cranberries, Mexican reds, and Garavanzas.

During the last few weeks farmers have been busy hoeing, irrigating and sulphuring their beans.

Sugar beets, too, promise a harvest of good proportions on the Holland Land Company holdings, estimates running from fifteen to twenty-three tons to the acre. The Alameda Sugar Company is building a new sugar beet dump on Elk Slough levee.

last page

BEAN HARVEST IS UNDER WAY

1922 9-10
Oakland Tribune

CLARKSBURG, Yolo County, Sept. 9.—With a bounteous crop assured, bean growers on the Holland Land tract here are preparing to harvest some 5000 acres of various varieties, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Plantings run from 50 to 600 acres or more.

The harvest of sugar beets also promises a good yield, estimates running from 15 to 22 or 23 tons to the acre. The importance of the crop is indicated by the construction of a new sugar beet dump by the Alameda Sugar Company.

Big Yield of Beans and Sugar Beets

1922-9-8
Byron times

Clarksburg, Yolo County, September 2.—With a bounteous crop assured, bean growers on the Holland Land tract here are preparing to harvest some 5000 acres of various varietis, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Planting runs from 50 to 600 acres or more.

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EXTENDS LINE.

CLARKSBURG, Sept. 9.—Construction work has begun on the $50,000 extension of the Great Western Power Company line, which is to cover fifteen miles. This will substantially further the development of the 50,000-acre agricultural district centering here. Wires are in place and have been strung from the Holland Land Company's headquarters to a point west of Jefferson boulevard.

S.F. Bulletin 1922-9-9

S.F.

Power Lines Are Being Extended

Coml News 1922-9-8

CLARKSBURG, Yolo County, Sept. 7.—With wires in place and already strung from the Holland Land Company's headquarters to a point west of Jefferson Boulevard, substantial headway is being made on the building of 15 miles of additional power line by the Great Western Power Company, which will serve 10,000 acres in this district. To speed up the construction work, the company has established a camp at North Courtland Road.

Page 1

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15 Miles of Power Line in Yolo Co.

1922 9-9
S.F. Exam

CLARKSBURG (Yolo County), Sept. 8.—With wires in place and already strung from the Holland Land Company's headquarters to a point west of Jefferson boulevard, substantial headway is being made on the building of 15 miles of additional power line by the Great Western Power Company, which will serve 10,000 acres in this district. To speed up the construction work, the company has established a camp at North Courtland road.

EXTENSION WORK BEGUN

S.F. Journal 1922-9-9

CLARKSBURG, Yolo County, Sept. 8.—Construction work has begun on the $50,000 extension of the Great Western Power Company line, which is to cover 15 miles. This will substantially further the development of the 50,000-acre agricultural district centering here. Wires have been strung from the Holland Land Company's headquarters to a point west of Jefferson boulevard.

Big Bean Crop in Holland District

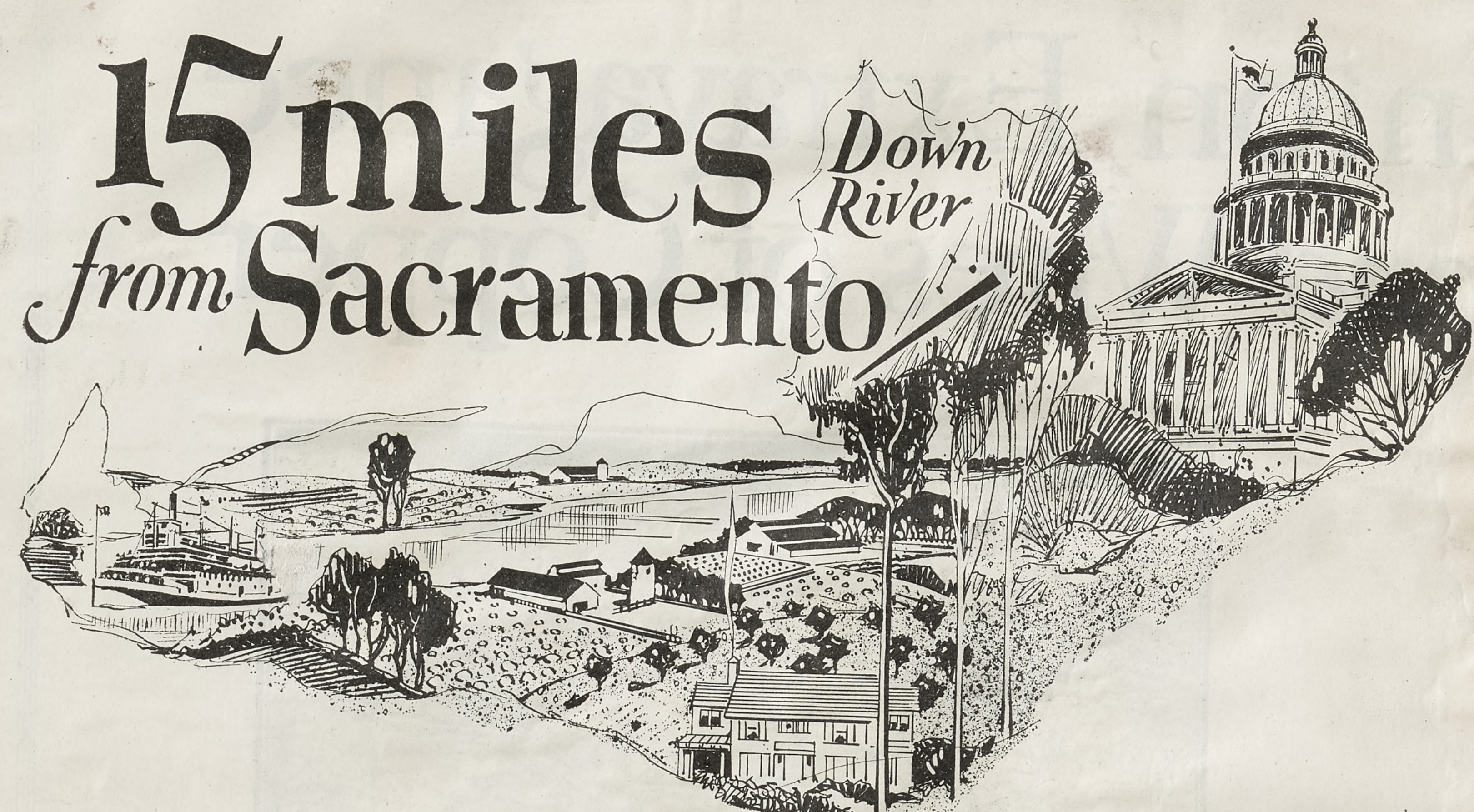
Com'l News
9-19-22

CLARKSBURG, Sept. 18.—With a bounteous crop assured, bean growers on the Holland land tract here are preparing to harvest some 5000 acres of various varieties, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Plantings run from 50 to 600 acres or more.

The harvest of sugar beets also promises a good yield, estimates running from 15 to 22 or 23 tons to the acre. The importance of the crop is indicated by the construction of a new sugar beet dump by the Alameda Sugar Co.

A Call to Exacting Farmers
(Those who know how to farm and how to figure)

15 miles *Down River* *from* Sacramento



you Come to Clarksburg—*where*

72% of the land sold to date has been bought by former tenants or neighboring farmers

Here you can grow—profitably—

Asparagus—second-year crop is paying $125-$160 an acre.
Pears—earliest, heaviest production, perfect canning pears.
Beans—good for $100-$150 an acre.
Sugar Beets—count on $150-$200 an acre.
Alfalfa—yields run $100-$150 an acre.

Celery
Cherries
Corn
Garden Truck
Grain
Grapes
Hops
Onions
Peaches
Peas
Plums
Prunes
Seed to Sell
Spinach
Potatoes
—true diversity

Here in the last of the famous river sediment tracts of Yolo County, where the major development work is complete—pioneer cultivation, irrigation, water and rail transportation, townsite advantages, you can buy land, in parcels to suit, for **as little as $25 an acre cash down; balance in annual payments at 6 per cent interest.**

A Post Card Inquiry Will Bring You Details. Write It NOW.

HOLLAND LAND COMPANY

Sacramento --- Capital National Bank Building
Executive Offices, 351 California Street, San Francisco
Clarksburg (at the property), California

Inspection trips from nearby points at our expense

S.F. Journal 1922-9-19

GREAT BEAN CROP ASSURED

CLARKSBURG, Sept. 18.—With a bounteous crop assured, bean growers on the Holland land tract here are preparing to harvest some 5000 acres of various varieties, pinks and whites predominating. The harvest of sugar beets also promises a good yield, estimates running from fifteen to twenty-two or twenty-three tons to the acre. The importance of the crop is indicated by the construction of a new sugar beet dump by the Alameda Sugar Company.

Man Power for Holland Land

1922 9-17
Oakland Tribune

CLARKSBURG, Yolo Co., Sept. 16.—Construction work has begun on the $50,000 extension of the Great Western Power Company line, which is to cover fifteen miles. This will substantially further the development of the 50,000-acre agricultural district centering here. Wires are in place and have been strung from the Holland Land Company's headquarters to a point west of Jefferson Boulevard. The power company has established a camp at North Courtland road to expedite the work.

S.F. Call 9-9 1922

New Power Line to Serve 10,000 Acres

CLARKSBURG, Yolo County, Sept. 9.—With wires in place and already strung from the Holland Land Company's headquarters to a point west of Jefferson boulevard, substantial headway is being made on the building of fifteen miles of additional power line by the Great Western Power Company, which will serve 10,000 acres in this district. To speed up the construction work the company has established a camp at North Courtland road.

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est Evening Newspaper

S.F. Call 1922-9-16

Purchasers Seek Clarksburg Lands

CLARKSBURG, Yolo County, Sept. 16.—Several sales of high type farming land were made in this vicinity during the week.

Steady progress is in evidence of the trend toward diversified farming in small acreages by resident owners, as the district emerges from the pioneer period of large scale operations handled by the Holland Land Company, which subdivided the 20,000 acre tract centering here.

Holland Land Sales Active

1922 9-18
S.F. Com'l News

CLARKSBURG, Yolo county, Sept. 15.—Yolo county farmers continue to buy acreage in the Holland Land Co. tract centering here. This week R. E. Webber purchased fifty acres and R. S. Harcourt bought fifteen acres, while W. Thompson made a purchase in the new townsite subdivision, fronting the Sacramento river.

The trend continues steadily from the large scale farming operations of the pioneer development period to the small, intensively cultivated holdings under diversified cultivation that spread as the peopling of the tract progresses.

S.F. Bulletin 1922 9-16

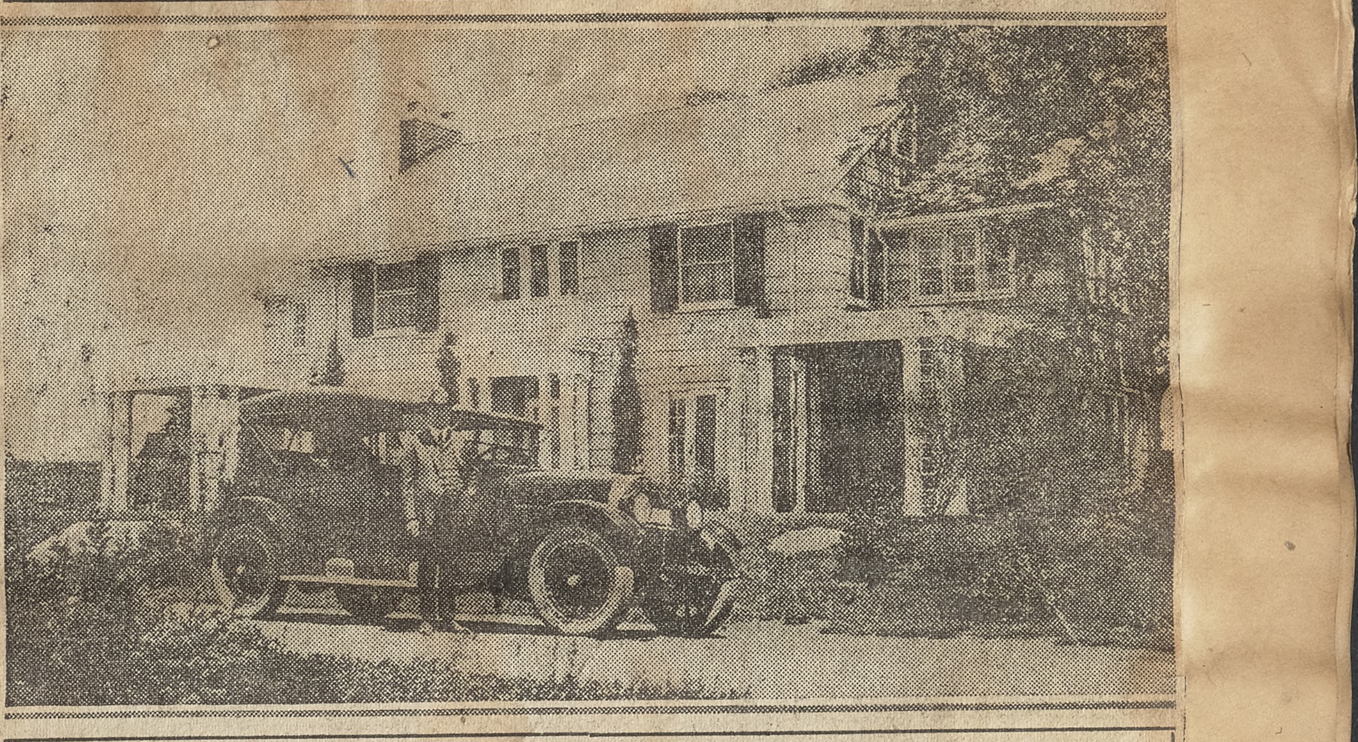
Sales of Farming Lands Reported

CLARKSBURG, Sept. 16. — Several sales of high-type farming land were made in this vicinity during the week, all of them to Yolo County residents. R. S. Harcourt purchased fifteen acres for intensive cultivation; R. E. Webber bought a parcel of fifty acres, and W. Thompson made a purchase in the new townsite subdivision fronting the Sacramento River.

Steady progress is in evidence of the trend toward diversified farming in small acreages by resident owners, as the district emerges from the pioneer period of large scale operations handed by the Holland Land Company, which subdivided the 20,000-acre tract centering here. The big bulk of the acreage is now being farmed by purchasers.

Oakland Tribune 1922-9-3

Real Development Is a Big Man's Play



The fifteen thousand dollar headquarters house of Holland Land Company at Clarksburg—evidence of city men's faith in the mounting prosperity that is destined for the interior. The figure is PRESIDENT J. V. MENDENHALL, whose vision, determination and courage have been the biggest single factor in the success of the project.

"Its a big man's play to take a bare acreage and plan and arrange an ideal set of farm and home buildings, select a choice home orchard, lay out the crop plots, learn how they grow, gravel an approach road, fence in the acreage, and watch the shade trees grow.'

That indeed is how the speaker, J. V. Mendenhall, president of the Holland Land Company and president of California Delta Farms, inc. —which means he's the big boss of 60,000 acres of rich garden land—succeeds in getting his fun. That's how he regards the job of planning and executing the major development work of tracts running far into thousands of acres.

"What greater week-end pleasure for the city man can be there," he asks, "than to go to the ranch, and enjoy peace, fresh vegetables and fruit, pet the new calf, note the growth of trees and shrubbery, learn first hand the secrets of soil, plants, trees and animal life—one's whole horizon expands. The application of power equipment, the scientific selection of trees, the relation of production and distribution of foodstuffs, the significance of co-operative marketing—a score of new interests will develop, present day problems will tend to clarify, and a keener comprenhension of the times will result.

For years President Mendenhall has been preaching the gospel of need of the city man of affairs' money and interest in the development of California's big back country, now largely an expansive, unpeopled estate awaiting individual capital and direct personal supervision and constructive ability to bring it to a state of high value and crop production.

To give concrete expression to his ideas Mendenhall staged a "down river holiday" excursion recently to the Holland Land Company's properties at Clarksburg, Yolo county, the company playing host to several hundred people from the San Francisco bay cities who were invited to explore upper California's store-house of crop wealth—the section that has been such a big factor in California's advance from sixteenth to second place in the list of agricultural states of the union.

The visitors were shown what had been accomplished in the space of five years to bring 20,000 acres to a state of readiness for diversified farming, with a large acreage already set out in orchard, alfalfa, beans, asparagus, potatoes, onions, sugar beets and other profitable crops. They saw what city folk were doing to create farm home estates. And they returned better posted Californians. Not the slightest effort was put forth to effect land sales; the trip, from start to finish, was simply an educational jaunt into the source of wealth of the metropolitan centers. It was aptly timed just when the people of city and country, a new recognition of the city's interest in the prosperity of its tributary territory through the launching of the Greater California campaign.

1922-9-16

Holland Land Tract Bought by Farmers

CLARKSBURG, Sept. 15.—Yolo County farmers continue to buy acreage in the Holland Land Company tract centering here. This week R. E. Webber purchased fifty acres and R. S. Harcourt bought fifteen acres, while W. Thompson made a purchase in the new townsite subdivision, fronting the Sacramento River.

The trend continues steadily from the large scale farming operations of the pioneer development period to the small, intensively cultivated holdings under diversified cultivation that spread as the peopling of the tract progresses.

S.F. Examiner

1922-9-16

Yolo County Land Sales Are Made

S.F. Chronicle

Progress in Diversified Farming Is Seen

CLARKSBURG, Sept. 15.—Several sales of high type farming land were made in this vicinity during the week, all of them to Yolo county residents. R. S. Harcourt purchased fifteen acres for intensive cultivation; R. E. Webber bought a parcel of fifty acres, and W. Thompson made a purchase in the new town site subdivision fronting the Sacramento river.

Steady progress is in evidence of the trend toward diversified farming in small acreages by resident owners, as the district emerges from the pioneer period of large scale operations handled by the Holland Land company, which subdivided the 20,000-acre tract centering it. The big bulk of the acreage is now being farmed by purchasers.

YOLO ACREAGE SOUGHT

S.F. Journal

Farmers Continue Purchase of Holland Tract

1922 9-16

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SMALL ACREAGE IS PROFITABLE

Oak. Tribune
1922-9-24

CLARKSBURG, Yolo Co., Sept. 23.—Several sales of high type farming land were made in this vicinity during the week, all of them to Yolo county residents. R. S. Harcourt purchased fifteen acres for intensive cultivation; R. E. Webber bought a parcel of fifty acres, and W. Thompson made a purchase in the new townsite subdivision fronting the Sacramento River.

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MORE HOLLAND LAND TO GO ON THE MARKET

Oakland Tribune

One Thousand Acres of Choice Property to Be Opened Up.

1922 9-5

CLARKSBURG, Nov. 4.—One thousand additional acres will be made ready for intensive cultivation of high-value crops in the Holland Land Company district centering here by next spring.

Preliminary work has been already started on eight pumping plants. This land is higher than the 20,000-acre area, which is subirrigated for the most part. The pumps vary from eight inches to twelve inches in size, all being located within a half mile of one another on Elk Slough, a navigable arm of the Sacramento River.

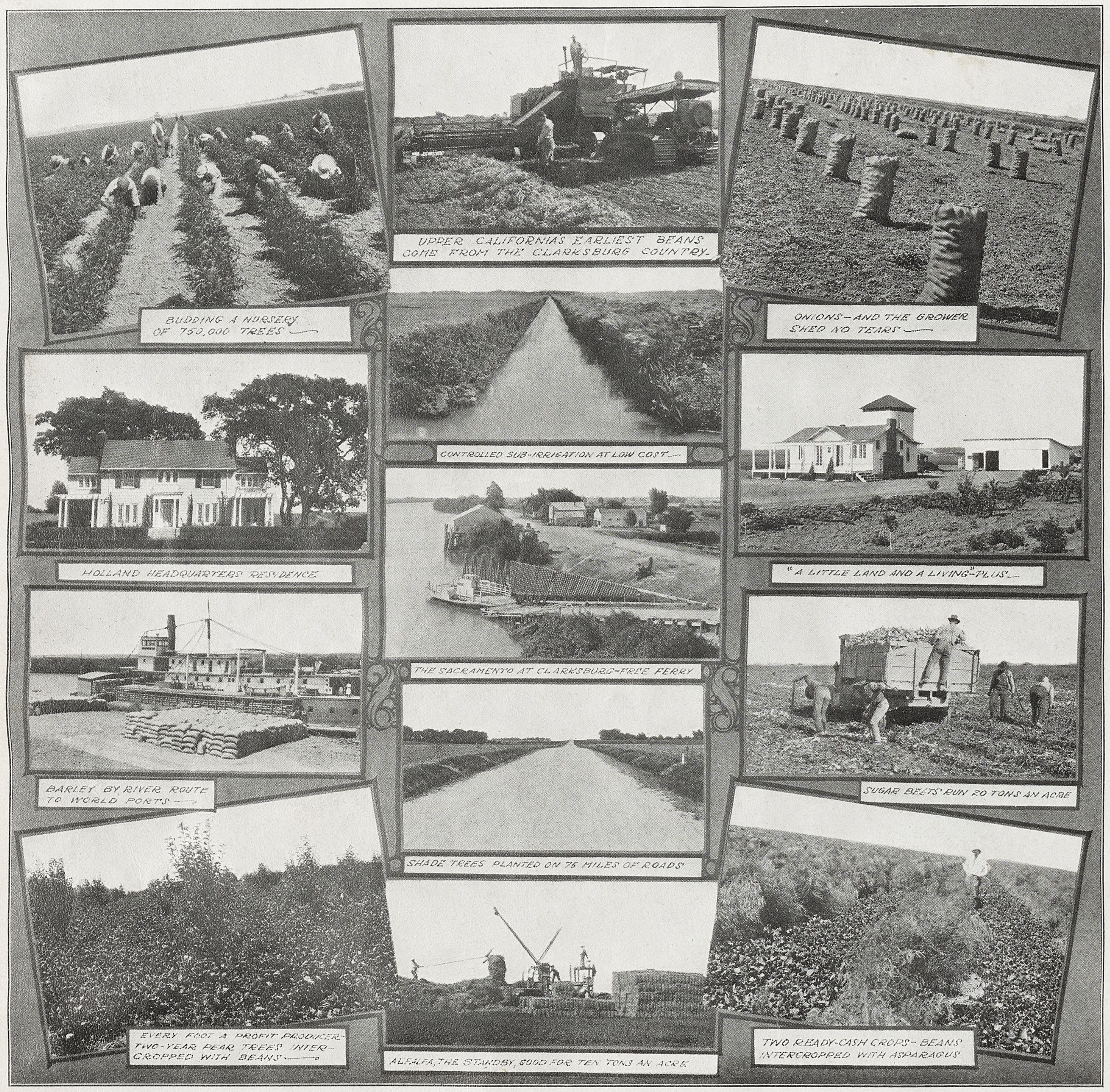
Landowners of the area affected variously plan to set out orchards, alfalfa fields or sugar beets, besides developing farm home gardens.

S.F. Daily Commercial News - Financial Yearbook
1922

Back Cover

Fifteen Miles Down River From California's Capital

The Crops Tell The Story


BUDDING A NURSERY OF 750,000 TREES
UPPER CALIFORNIAS EARLIEST BEANS COME FROM THE CLARKSBURG COUNTRY
ONIONS—AND THE GROWER SHED NO TEARS
CONTROLLED SUB-IRRIGATION AT LOW COST
HOLLAND HEADQUARTERS RESIDENCE
"A LITTLE LAND AND A LIVING"-PLUS
THE SACRAMENTO AT CLARKSBURG—FREE FERRY
BARLEY BY RIVER ROUTE TO WORLD PORTS
SUGAR BEETS RUN 20 TONS AN ACRE
SHADE TREES PLANTED ON 75 MILES OF ROADS
EVERY FOOT A PROFIT PRODUCER—TWO-YEAR PEAR TREES INTER-CROPPED WITH BEANS
ALFALFA, THE STANDBY, GOOD FOR TEN TONS AN ACRE
TWO READY-CASH CROPS—BEANS INTERCROPPED WITH ASPARAGUS

HAVE you ever really explored Upper California's storehouse of crop wealth — the section that has placed the Sacramento River first in rank in the United States in cargo values per ton? Have you considered, as an Investment-Recreation Hobby, the opportunity of putting a part of your time and money into the exhilarating development of a farm home estate — for yourself, for your children, or for the newcomer who will pay a premium for the result of your enterprise and foresight? ¶ Come with us to Clarksburg; come as our guest. You wont be importuned to buy. You will gain a new conception of some of the factors that are fundamental in the prosperity of California. ¶ **When can you make the trip?**

Balfour Building, San Francisco **HOLLAND LAND COMPAMY** **Offices also in Sacramento and Clarksburg**

S.F. Journal

Journal of ...erce SATURDAY, SEPTEMBER 23, 1922

ROAD BUILDING IN YOLO. PROGRESSING

Down River Farmers Elated Over Development in Holland Tract

CLARKSBURG, Sept. 22.—Road graveling is going forward steadily by the Yolo county authorities in this river section of the county to accommodate the growing population that has followed the subdivision activities of the Holland Land Company.

The down river farmers are elated at the announcement of the officials of the Victory Highway Association of the selection of the river road as the route from Sacramento to San Francisco. It is the scenic short route, and has the additional advantage in summer time of being substantially cooler.

This district will thus be put on a transcontinental highway through Topeka, Denver, Salt Lake City, entering California through the Truckee canyon.

To Easterners and Middle Westerners the fertility of the river bottom lands will be a revelation.

After crossing the San Joaquin river above Antioch the traveler will glimpse the manufacturing activities of the Contra Costa communities, enter the tunnel and suddenly have presented the splendid panorama of San Francisco bay and the spectacle of the sloping hills of Alameda county in the foreground.

Elated Over Victory Highway

1922-9-23

S.F. Com'l News

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S.F. Bulletin 1922-9-23 4

T BAY SECTION

River Road Will Connect This City With Sacramento

CLARKSBURG, Sept. 23.—Reflecting the development of the river section of Yolo county as large tracts are subdivided and peopled, road graveling is being carried forward steadily by the County Supervisors through the district centering here. It has meant greater accessibility to Dixon and points west and put the district in more direct touch with the State capital.

Farmers in this down-river section are rejoicing with Sacramento interests in the announcement of the officials of the Victory Highway Association of the selection of the river road as the route from Sacramento to San Francisco—the last lap of the transcontinental highway that passes through Topeka, Denver, Salt Lake City and across Nevada, entering California through the Truckee canyon. It is the scenic short route between the metropolis and the capital, and has the additional advantage, in summer time, of being substantially cooler than any inland route.

Down the east bank of the Sacramento, with the garden lands and orchards presenting a cross-section of highly advanced agricultural development, the route crosses the San Joaquin river above Antioch at a point where a bridge will one day supersede the present ferry system.

Nannie Mason, daughter of the comedian, Dan Mason, is recovering from a severe attack of diphtheria. Miss Mason's father, Dan Mason, is the featured player in the Plum Center Comedies

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Yolo County to Develop Roads

1922 9-23

S.F. Chronicle

Clarksburg to Be on New Victory Highway Route

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1922 9-23

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YOLO BEET YIELD BIG

S.F. Journal 1922-9-30

Eighteen to Twenty Tons an Acre Bring $8 to $10

CLARKSBURG, Yolo county, Sept. 29.—Eighteen tons to the acre of sugar beets has been reported by one grower here who has finished harvesting. Experts estimate that some growers' crops will go as high as twenty tons. Beets have done exceedingly well this season both in tonnage and in sugar content. Under the cooperative basis on which the contracts with the sugar factory were made the grower this year is assured of at least $8 a ton, and many may realize $9 to $10, because the grower is finally paid on the average net price realized by the sugar factory for the season.

July - 1922.

Literally
Get Back to the Soil

It pays
- in health for you and yours
- in outright enjoyment of *living*
- from the investment standpoint

provided you get

Good crop land, well located, reasonably priced

Sound Security

Sediment soil—deep, virgin, lasting
Diversity of crops
Big-pay Crops
Sub-irrigation or surface low-head pumping
Graded tree-lined roads aplenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau center
Satisfied settlers

COME TO CLARKSBURG

15 miles down river from Sacramento, within three hours of San Francisco

You can make that dream come true—your hope of actually possessing a profitable California farm home. Make your decision only after intelligent investigation of all factors. Convince yourself of the future development and enhancing values; it will sustain your determination to win what shall truly be your place in the sun—a home in the great outdoors where valley warmth that means bounteous crops is moderated by bay breezes.

Become an Owner in the Last of the Famous River Sediment Tracts of Yolo County

Terms planned to meet the needs of the city man who must "stick on the job" while he pays for his farm home and works toward the day when he can become a part in the farm community life.

Choice of Crops

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden truck
Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar beets

The major development work is complete—pioneer cultivation, irrigation, transportation outlets, townsite advantages. You can improve your selected tract as time and funds permit—the joy and exhilaration of the unfolding reality will carry you on and through.

As Little as $25 an Acre Cash Down

See this 20,000-Acre Principality as Our Guest

Transportation paid both ways from points in the vicinity of the San Francisco Bay cities, Sacramento and Stockton. No obligation whatever incurred; no high pressure sales methods used. Take Step No. 1—forward. Get in touch with one of our offices.

HOLLAND LAND COMPANY

SACRAMENTO
Capital National Bank Bldg.,
Seventh and J Streets

SAN FRANCISCO
Balfour Bldg.,
351 California Street

CLARKSBURG
The Town on the Property

COUNTRY REAL ESTATE

Pears
AND
Asparagus

are only two
of the high value
and sure permanent crops
that can be grown
profitably
at

Clarksburg

fifteen miles down river
from Sacramento.

At Clarksburg you get
sediment soil—
deep, virgin, lasting.

In a developing community
of farm home estates.

Where parcels
are reasonably priced
and on terms to suit.

As little as $25 cash
an acre down
will secure your farm.

At Clarksburg there is
diversity of crops—
big pay crops.

There is sub-irrigation
or surface low-head pumping.

Electric power—
for farm and home use.

Graded, tree-lined roads,
paved highway to city,
water and rail transportation to
nearby markets.

Experienced counsel,
Farm Bureau Center,
sensible restrictions.

Soon a new Union School
to replace the one
rapidly outgrown.

Will you
see this property
at our expense
and without obligation,
or "high pressure" salesmanship?

When?

Let prospective purchasers
"compare notes"—
see other farm lands
in California
before deciding to

Come to Clarksburg

HOLLAND LAND CO.
351 California St.
Phone Sutter 2303

S.F. Bulletin
Sept. 27, 1922.
classified section

California Development

fornia News

BOUNTEOUS HARVEST FOR YOLO COUNTY

Clarksburg, Yolo County, Sept. 2.—With a bounteous crop assured, bean growers on the Holland land tract here are preparing to harvest some 5000 acres of various varieties, pinks and whites predominating. There are small acreages in bayos, cranberries, Mexican reds and Garavanzas. During the last few weeks hoeing, irrigating and sulphuring the crops has been under way. Plantings run from 50 to 600 acres or more. The harvest of sugar beets also promises a good yield, estimates running from 15 to 22 or 23 tons to the acre. The importance of the crop is indicated by the construction of a new sugar beet dump by the Alameda Sugar Company.

POWER LINE PROGRESSING

Clarksburg, Yolo County, Sept. 9.—With wires in place and already strung from the Holland Land Company's headquarters to a point west of Jefferson Boulevard, substantial headway is being made on the building of fifteen miles of additional power line by the Great Western Power Company, which will serve 10,000 acres in this district. To speed up the construction work, the company has established a camp at North Courtland road.

Sept. 1922

COUNTRY REAL ESTATE

Pears and Asparagus

are only two
of the high value
and sure and permanent crops
that can be grown
profitably
at

Clarksburg

a developing community
of farm home estates
fifteen miles down river
from Sacramento.

sediment soil—
deep, virgin, lasting.

As little as $25 cash
an acre down
will secure your farm.
Size to suit.

There is sub-irrigation
or surface low-head pumping.

Electric power—
for farm and home use.

Graded, tree-lined roads,
paved highway to city,
water and rail transportation to
nearby markets.

Soon a new Union School
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Will you
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Come to Clarksburg

HOLLAND LAND CO.
351 California St.
Phone Sutter 2303

S.F. Bulletin
Oct. ~~4~~, 1922
Classified Section

Sugar Beets Are In Brisk Demand

CLARKSBURG (Yolo County), September 29.—With high sugar content and heavy tonnage, sugar beet growers hereabouts are enjoying a profitable season. One grower who has finished harvesting has turned off 18 tons to the acre. Other plantings, experts estimate, will go as high as 20 tons. Under the co-operative basis on which contracts with the sugar factory are made, growers are assured for this year at least $8 a ton, and may realize $9 to $10, the grower being finally paid on the basis of the average net price realized for the season by the sugar company.

S.F. Examiner - 9-30.

PEARS AND ASPARAGUS

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at Clarksburg.

Will you
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SOON A NEW UNION SCHOOL
TO REPLACE THE ONE
RAPIDLY OUTGROWN.

COME TO CLARKSBURG

Let prospective purchasers
"compare notes"—
see other farm lands
before deciding to come
to Clarksburg.

S.F. Call - Classified Section - Oct. 6, 1922.

July 1922

THE

Byron Times

COUNTY, CALIFORNIA, FRIDAY,

1922-9-29

CLARKSBURG--YOLO DELTA

Developments in River Section---Victory Highway.

Page 1

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It is the scenic short route between the metropolis and the capital and has the additional advantage in summer time of being substantially cooler than any inland route.

Down the east bank of the Sacramento with the garden lands and orchards presenting a cross-section of highly advanced agricultural development the route crosses the San Joaquin River above Antioch at a point where a bridge will one day supercede the present ferry system.

Thence the farms and industrial towns of Contra Costa are seen, the Tunel road traversed, and suddenly the motorist is confronted with the panorama of San Francisco Bay from the vantage point of the Skyline boulevard.

The Victory highway officials regard this as the dramatic, spectacular route, as well as advantageous from mere matter of fact considerations.

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18 Tons of Sugar Beets to Acre on Holland Land Co.

~~Byron Times~~ 1922 10-6

Clarksburg, Yolo County, Sept. 29.—Eighteen tons to the acre of sugar beets has been reported by one grower here who has finished harvesting. Experts estimate that some growers' crops will go as high as 20 tons. Beets have done exceedingly well this season both in tonnage and sugar content.

Under the co-operative basis on which the contracts with the sugar factory were made, the grower this year is assured of at least $8 a ton, and many may realize $9 to $10, because the grower is finally paid on the average net price realized by the sugar factory for the season.

Sugar Beets Run Eighteen Tons Per Acre This Season

S.F. Bulletin

1922 9-30

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S.F. Chro 1922 9-29

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BIG CROPS ON HOLLAND LAND

Oakland Tribune 1922 10-1

CLARKEBURG, Yolo County,, Sept. 30.—With the high sugar content and heavy tonnage, sugar beet growers hereabouts are enjoying a profitable season. One grower who has finished harvesting has turned off 18 tons to the acre. Other plantings, experts estimate, will go as high as 20 tons. Under the co-operative basis on which contracts with the sugar factory are made, growers are assured for this year aa least $8 a ton and may realize $9 to $10, the grower being finally paid on the basis of the average net price realized for the season by the sugar company.

Sugar Beet Growers Assured $8 Per Ton

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S.F. Call 1922-9-30

Holland Land Co.—Declared third quarterly dividend of $1 a share, payable October 1.

S.F. Examiner 1922-9-30

TWO LAND DIVIDENDS

Directors of the Holland Land Company have declared the third quarterly dividend of $1 a share, payable October 1.

S.F. Chronicle 1922-9-30.

CITY AND BACK COUNTRY INTERDEPENDENCE

By J. V. Mendenhall

President Holland Land Company and California Delta Farms, inc.

CALIFORNIA is on the verge of a movement that is bringing new zest, more power, added impetus to its onward march. It will succeed in fullest measure if it has, as a fundamental premise, the recognition of the need for upbuilding our back country.

The clarion call must be: "Bring more farmers to California." They will make every grain acre worth from $500 to $5000 per acre. They will capitalize our climate, soil and water—the intelligent utilization of which causes the spread between $15 or $50 cattle land or $75 grain land and $300 alfalfa land or $400 asparagus land or $750 vineyard land, or $1000 fruit land, or $5000 citrus homesite land.

World advertising by our co-operative marketing associations of our oranges, nuts, prunes, raisins, beans and fresh and canned fruits and vegetables has worked wonders in bringing the needed class of farmers to California. Recognition of the value to California of mass production and marketing is yet little understood by the city man, but any comprehensive promotion movement should include these organizations and other farmer organizations as working units.

FROM GOLD TO GARDENS

There was gold, then cattle, then wheat—now the transition to vegetables, alfalfa, dairying, hops, vineyards and orchards. There were 100,000-acre arid ranches; there will be a hundred thousand irrigated acre home farms.

We are passing from estates and renting to populous, small-ownership communities; from ranges and trails to applied hydro-electric energy, inviting union schools, concrete highways, farm bureaus, milk condensaries, ice packing plants, refrigerator cars and canneries. Every time one motors out a California road, or into a farm town, evidences of this momentous change are seen.

THE FARMER FIRST

We are summoned to unite in a significant forward step. The Greater California advertising movement, the establishment of joint stock land banks, the farm credits of the Federal Farm Loan Bank, the extension of the Farm Bureau organization, the installation of county farm advisors, the work of the State Land Settlement Board, the location at Stockton of the Veterans' Agricultural School, the growth of the co-operative marketing associations, the activities of the California Development Association, the campaigns of numerous chambers of commerce, the improved farm product loan service of the Federal Reserve Bank, the great work of many large land corporations in subdividing large tracts into small farms, the rapid growth of the college of agriculture of the University of California, the inauguration of farm practice teaching in country high schools, the recent anti-alien laws—there are these and many other evidences that indicate unmistakably how generally the public has realized, and is realizing more and more, the importance and necessity of understanding and fostering proper development of agriculture. Real progress will come faster when the average city inhabitant knows even more fully how dependent his welfare is on the success of the farmers in the back country.

The farmer is called the backbone of the country. War-time conditions emphasized the importance of being self-sustaining in the production of our foodstuffs. Patriotism as well as profit, then, should be the motive for assisting in the great work of placing California's hundreds of thousands of bare acres in a condition to produce high-value crops continuously, whether there be drought, flood or war.

AGRICULTURE BASIC

Agriculture produces most of the raw material, the original wealth, which is the basis of prosperity, including that of our city population. Mining, lumbering, fishing and the oil industry play relatively small parts in the aggregate production of our new wealth prosperity and lack the expansion possibilities of agriculture.

Lest the basic importance of agriculture be not fully grasped, just estimate for a moment the profits and earnings the urban population takes from the various kinds of farm land products as they are shipped, processed, stored, exported, wholesaled, retailed, financed and insured. The makers of containers, the telephone and telegraph companies, warehouse owners, packing corporations, city office buildings, brokers, commission men and dealers, exporters, bankers, and even physicians and attorneys—each takes a toll as our farm products are gradually distributed into the hands of the consumer. Stop the farmer production, and the tremendous investment in city office skyscrapers, ornate bank buildings, miles of residences—all would become worthless, and the city man's prosperity would vanish.

This being true, how can the progress of the State, the prosperity of the city dwellers, be most effectually accelerated? Can it be done by merely bringing people to California; by building up organizations to get more money out of the present farm owners; or shall it be accomplished by concentrating every effort on securing more intelligent modern farmers for our big back country and by developing our unexcelled combination of water, soil and climate to a point of maximum production of high-value crops in place of the lower-valued grains which now cover vast stretches of our Upper California area.

CROP VALUE INCREASES FIVE FOLD

Clearly the latter alternative should be the uppermost purpose of advertising, promotion and development associations. We need more modern farmers who will bring to each acre additional capital investment. Not much more

J. V. MENDENHALL

July 1922

land is farmed today than was farmed ten years ago, but the crop value has increased five fold, and the improvement value two and one-half times. This is a most significant statistical truth. It means that nuts, raisins, alfalfa and dairy products and fresh, canned and dried fruits and vegetables have replaced the cheaper grain and other farm outputs. It also means that the production of these high-value crops has required an additional capital investment on every acre of bare land of from $25 to $300 or $400.

The farmers throughout the United States are learning that rural population has increased in the last ten years faster in California than in any other State. Our crop values advanced at a rate greater than those of any State but one, and dropped least since the post-war deflation. In 1921 California's crop value per capita was $110 more than any other State's.

In 1909 we ranked sixteenth as an agricultural State; in twelve years we have leaped to second place. We do not depend upon any one crop. Our varied soil, water and climatic conditions make great diversity possible, and diversity means safety. This factor of safety will increase with more irrigated acres, with the heightened certainty of crops, and with population growth and greater local consumption. A California farmer, in his home garden, makes good use of this diversity factor in keeping down his grocery bill.

It follows that as crop value is increased, city prosperity will increase, each individual taking his greater toll. As the quantity of raw material increases, the manufacturers can derive maximum use of capital investment. Our natural water power advantage being a constant quantity, while eastern coal and oil power will become more costly, his prosperity is further assured. Indirectly, the increase of population, both urban and rural, cumulatively increases local consumption and diversified demand for both raw and processed products.

FARMER FAMILIES AND CAPITAL THE NEEDS

We have room for 100,000 farmer families to invest and capitalize *their* knowledge, initiative and business management in *our* climate, soil and water. We need more and better trained farmers who can apply scientific, mechanical and financial knowledge, who can manage the capital investment necessary to produce more and higher-valued crops.

State aid will help to a certain extent, but, to a greater degree, and directly and speedily, the city dweller with capital to invest can aid to bring about the condition we all anticipate. If each substantial city citizen would invest his surplus in a parcel of bare California farm land, contribute his business ability, his cultivated intelligence, his capacity to plan, and his progressive interest in better schools and roads, how much more quickly would our State progress. Incidentally, he will control occupancy, keep out the more ignorant foreigners, and help effectually in offsetting the Oriental invasion.

Many eastern farmers come to California prepared to pay a premium for a farm place with every convenience, one brought to a high production basis, with the pioneering completed. But this class of farm homes is limited in Upper California. This is not, however, the condition in Southern California, which has boomed ahead because of the additional capital investment in the soil and the availability of many small improved home farm places. You can earn the premium if you will start now.

The city man's direct investment interest in the big back country is also needed to encourage county supervisors, boards of country school trustees, and other officials to preserve parking spaces, beautify school grounds, and shade our highways, to fill in weedy corners with shrubbery and greenery, to hide disagreeable spaces and soften sharp corners, and to cool the hot fields and protect the orchards and home yards with green windbreaks.

RECIPROCAL AID

We need in every Greater California community an injection of the social refinements and advantages of the city, a little of the personal interest of the advanced business and professional man, to offset the backwardness of the foreign element which now predominates in many localities of our big back country. We want farm cottages with city comforts to replace some of the unpainted, rough-board rent shacks, with their cheerless, treeless surroundings. We need the best minds and the capital, more American intelligence and initiative, in our California farming neighborhoods. Assuredly, the back country man needs the city man's help to make the best of our California hinterland as much as the city man needs the farmer's products for his own prosperity.

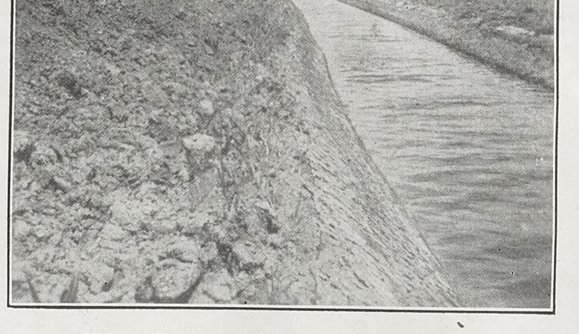
This higher stage of development is often held back because land purchasers under contracts are just about able to meet payments, taxes and interest, and are not in a position to finance the planting of alfalfa, an asparagus field, a vineyard, or an orchard, much less to beautify their surroundings or add ordinary city comforts to their homes.

TRANSFORMING THE LANDS

Indeed, it requires capital and personal management to bring about the more intensive improvement of our bare acres. These bare acres need small farm homes, with garages, graveled driveways and stout fences, with surface irrigation ditches, miscellaneous outhouses, home orchards, shade trees and ornamental shrubbery; they need power and telephone line extensions, flower gardens and hedges. This kind of environment, which the urban man of means can help to build, will develop the type of strong, healthy, substantial citizen we want in rural California.

A NEW POINT OF VIEW

And if our city dwellers will turn their minds and a part of their money to the development of our farming country, they will be benefited many ways, directly and indirectly. Profit only need not be the urge. As a consumer, the city man will place himself in close touch with the producer. He will gain, at first hand, a knowledge of that ever-present and much debated question: "What happens between the producer and the consumer?" He will learn the details of the great problem of marketing our specialized western products. He will establish a bond of sympathy with the men of the back country—the farmers—who place all their working capital in the annual farming venture. He will learn the risks of weather changes, soil variations and price fluctuations, of seed germination and of recurring and of new kinds of pests; yes, he will learn the real meaning, and become impressed with the importance, of this business of producing, of creating that annual volume of wealth, which, as it passes on to the world's markets, is made to grow in value and to return a long chain of profits, shared either directly or indirectly, by every city dweller.



IRRIGATION DITCH ON DELTA FARMS

Moreover, the man of the city will find a new enjoyment in the pride of ownership, the pleasure of creation, the relaxation of a diversified interest; he will acquire a new kind of health which is not promoted by the shadows of city skyscrapers, the vitiated air and dim lights of small rooms and the traffic din and gasoline fumes of city streets.

Perhaps he may be preparing a haven of country beauty for his old age. Perhaps a young son who has not yet chosen his future activity may suddenly say: "Father, I want to be a farmer." Let father buy his California farm acreage now, and, should that boy so decide, the way will have been prepared.

In Europe, as is commonly known, the substantial city man has his country estate; not a small summer home, but an acreage farm, where he can spend his week-ends and summer vacations, where he can entertain his friends in refreshingly peaceful surroundings, where he can store up nerve energy for his week of the complex activities and the more rapid business pace of the city.

THE FIRST REQUISITE

Inescapably, if we are to succeed in this Greater California advertising movement, we must not overlook this basic need—the land appeal. We can succeed, but we must not succeed by appealing for a population, at once, of laborers and rich men, the extremes in the scale of wealth distribution. We want intelligent farmers to produce the basis of wealth—the other elements of a population will follow *per se*. And we must have that additional capital investment on every bare acre.

We *can* make the Greater California advertising movement a success. We have not lost the "Spirit of the West" that blazed trails, bridged the continent with steel rails and swung long distance power lines, initiated co-operative marketing and rebuilt San Francisco. Dauntless, that spirit abides, potent to perform more wonder feats.

Visible land improvement in every community, the present record-breaking building activities, the renewed interest in the purchase of small farm acreages defy the pessimist who will not see the beginning of California's greatest period of advancement.

As back-country product volume and value are swelled by farmer and capital development and full utilization of our unsurpassed assets in climate, soil, water and power, then will our matchless San Francisco port, Pacific gateway to three-fifths of the globe's population, strategic center of trade routes, with its two score modern piers and fifteen miles of berthing space, achieve its destined place in world commerce. Then, indeed, to the most unperceiving man of the city, will the pre-eminent importance of back country development become manifest. Then will urban as well as rural dwellers enjoy the greatest possible measure of prosperity.

S.F. Bulletin 1922 10-14

YOLO LAND RANKS HIGH WITH BANKS

CLARKSBURG, Oct. 14.—That the development and prosperity of this down-river section of Yolo county has caught the favorable attention of the banks is evidenced by the increasing volume of money that is being advanced to farm owners on mortgage loans. The Holland Land Company, which subdivided 20,000 acres in this district, has made a compilation showing that a dozen loans on an aggregate of 2005 acres of land have been made for a total of $364,000, secured by the highly productive lands of the Clarksburg farming community.

So sound is the security regarded that most of these loans, according to report, have been made at rates lower than the prevailing interest rate. The parcels whose intensive development has thus been expedited vary in size from forty acres to more than a section of land.

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* * SATURDAY, OCTO

S.F. Call. 1922-10/14

Big Bank Loans on Holland Co. Land

CLARKSBURG, Oct. 13.—Bank loans aggregating $364,000 have recently been made in this district, according to a compilation of the Holland Land Company, which has subdivided 20,000 acres hereabouts. These loans were secured by 2005 acres of the highly productive land of this downriver section of Yolo county, and are regarded as substantial evidence that bankers are observant of the progress of the district, the high level of its land values and the stability of farming operations. Most of these loans, it is reported, have been made at lower interest rates than the prevailing rate, so sound is the security regarded. In size, the tracts whose development is thus expedited vary from forty acres to more than a section of land.

Yolo County Has Bankers' Favor

SF Chronicle

CLARKSBURG, Oct. 13.—That the development and prosperity of this down river section of Yolo county have caught the favorable attention of the banks is evidenced by the increasing volume of money that is being advanced to farm owners on mortgage loans. The Holland Land Company, which subdivided 20,000 acres in this district, has made a compilation showing that a dozen loans on an aggregate of 2005 acres of land have been made for a total of $364,000, secured by the highly productive lands of the Clarksburg farming community. The parcels whose intensive development has thus been expedited vary in size from forty acres to more than a section of land. 1922-10-14

MANY BANK LOANS MADE NEAR CLARKSBURG

S.F. Com'l News

CLARKSBURG, Oct. 12.—Bank loans aggregating $364,000 have recently been made in this district, according to a compilation of the Holland Land Co., which has subdivided 20,000 acres hereabout. These loans are secured by 2005 acres of the highly productive land of this downriver section of Yolo County and are regarded as substantial evidence that bankers are observant of the progress of the district, the high level of its land values, and the stability of farming operations. Most of these loans, it is reported, have been made at lower interest rates than the prevailing rate, so sound is the security regarded. In size the tracts, whose development is thus expedited, vary from 40 acres to more than a section of land. 1922-10-13

S.F. Examiner 1922 10-14

Increase Shown in Yolo Land Values

CLARKSBURG, Oct. 14.—Bank loans aggregating $364,000 have recently been made in this district, according to a compilation of the Holland Land Company, which has subdivided twenty thousand acres hereabout. These loans are secured by 2,005 acres of the highly productive land of this down river section of Yolo county and are regarded as substantial evidence that bankers are observant of the progress of the district, the high level of its land values, and the stability of farming operations.

Most of these loans, it is reported, have been made at lower interest rates than the prevailing rate, so sound is the security regarded. In size the tracts whose development is thus expedited vary from 40 acres to more than a section of land. Top of Col. 8.

BANKS LENDING IN YOLO

S.F. Journal

Clarksburg Land Held Good Security by Financiers

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The Holland Land Company, which subdivided twenty thousand acres in this district, has made a compilation showing that a dozen loans on an aggregate of 2005 acres of land have been made for a total of $364,000, secured by the highly productive lands of the Clarksburg farming community. So sound is the security regarded that most of these loans, according to report, have been made at rates lower than the prevailing interest rate.

The parcels, whose intensive development has thus been expedited, vary in size from 40 acres to more than a section of land. 1922-10-14

BANKS LIBERAL TO CLARKSBURG OWNERS

Woodland Democrat

Bank loans aggregating $364,000 have recently been made in Clarksburg district, according to a compilation of the Holland Land Company, which has subdivided twenty thousand acres thereabout. These loans are secured by 2005 acres of the highly productive land of this down-river section of Yolo county and are regarded as substantial evidence that bankers are observant of the progress of the district, the high level of its land values, and the stability of farming operations. Most of these loans, it is reported, have been made at lower interest rates than the prevailing rate, so sound is the security regarded. 1922-10-13 P.1

1922 Reprints from Daily Commercial News Year Book

CALIFORNIA is on the verge of a movement that is bringing new zest, more power, added impetus to its onward march. It will succeed in fullest measure if it has, as a fundamental premise, the recognition of the need for upbuilding our back country.

The clarion call must be: "Bring more farmers to California." They will make every grain acre worth from $500 to $5000 per acre. They will capitalize our climate, soil and water—the intelligent utilization of which causes the spread between $15 or $50 cattle land or $75 grain land and $300 alfalfa land or $400 asparagus land or $750 vineyard land, or $1000 fruit land, or $5000 citrus homesite land.

World advertising by our co-operative marketing associations of our oranges, nuts, prunes, raisins, beans and fresh and canned fruits and vegetables has worked wonders in bringing the needed class of farmers to California. Recognition of the value to California of mass production and marketing is yet little understood by the city man, but any comprehensive promotion movement should include these organizations and other farmer organizations as working units.

FROM GOLD TO GARDENS

There was gold, then cattle, then wheat—now the transition to vegetables, alfalfa, dairying, hops, vineyards and orchards. There were 100,000-acre arid ranches; there will be a hundred thousand irrigated acre home farms.

We are passing from estates and renting to populous, small-ownership communities; from ranges and trails to applied hydro-electric energy, inviting union schools, concrete highways, farm bureaus, milk condensaries, ice packing plants, refrigerator cars and canneries. Every time one motors out a California road, or into a farm town, evidences of this momentous change are seen.

THE FARMER FIRST

We are summoned to unite in a significant forward step. The Greater California advertising movement, the establishment of joint stock land banks, the farm credits of the Federal Farm Loan Bank, the extension of the Farm Bureau organization, the installation of county farm advisors, the work of the State Land Settlement Board, the location at Stockton of the Veterans' Agricultural School, the growth of the co-operative marketing associations, the activities of the California Development Association, the campaigns of numerous chambers of commerce, the improved farm product loan service of the Federal Reserve Bank, the great work of many large land corporations in subdividing large tracts into small farms, the rapid growth of the college of agriculture of the University of California, the inauguration of farm practice teaching in country high schools, the recent anti-alien laws—there are these and many other evidences that indicate unmistakably how generally the public has realized, and is realizing more and more, the importance and necessity of understanding and fostering proper development of agriculture. Real progress will come faster when the average city inhabitant knows even more fully how dependent his welfare is on the success of the farmers in the back country.

The farmer is called the backbone of the country. War-time conditions emphasized the importance of being self-sustaining in the production of our foodstuffs. Patriotism as well as profit, then, should be the motive for assisting in the great work of placing California's hundreds of thousands of bare acres in a condition to produce high-value crops continuously, whether there be drought, flood or war.

Agriculture produces most of the raw material, the original wealth, which is the basis of prosperity, including that of our city population. Mining, lumbering, fishing and the oil industry play relatively small parts in the aggregate production of our new wealth prosperity and lack the expansion possibilities of agriculture.

AGRICULTURE BASIC

Lest the basic importance of agriculture be not fully grasped, just estimate for a moment the profits and earnings the urban population takes from the various kinds of farm land products as they are shipped, processed, stored, exported, wholesaled, retailed, financed and insured. The makers of containers, the telephone and telegraph companies, warehouse owners, packing corporations, city office buildings, brokers, commission men and dealers, exporters, bankers, and even physicians and attorneys—each takes a toll as our farm products are gradually distributed into the hands of the consumer. Stop the farmer production, and the tremendous investment in city office skyscrapers, ornate bank buildings, miles of residences—all would become worthless, and the city man's prosperity would vanish.

This being true, how can the progress of the State, the prosperity of the city dwellers, be most effectually accelerated? Can it be done by merely bringing people to California; by building up organizations to get more money out of the present farm owners; or shall it be accomplished by concentrating every effort on securing more intelligent modern farmers for our big back country and by developing our unexcelled combination of water, soil and climate to a point of maximum production of high-value crops in place of the lower-valued grains which now cover vast stretches of our Upper California area.

CROP VALUE INCREASES FIVE FOLD

Clearly the latter alternative should be the uppermost purpose of advertising, promotion and development associations. We need more modern farmers who will bring to each acre additional capital investment. Not much more land is farmed today than was farmed ten years ago, but the crop value has increased five fold, and the improvement value two and one-half times. This is a most significant statistical truth. It means that nuts, raisins, alfalfa and dairy products and fresh, canned and dried fruits and vegetables have replaced the cheaper grain and other farm outputs. It also means that the production of these high-value crops has required an additional capital investment on every acre of bare land of from $25 to $300 or $400.

The farmers throughout the United States are learning that rural population has increased in the last ten years faster in California than in any other State. Our crop values advanced at a rate greater than those of any State but one, and dropped least since the post-war deflation. In 1921 California's crop value per capita was $110 more than any other State's.

In 1909 we ranked sixteenth as an agricultural State; in twelve years we have leaped to second place. We do not depend upon any one crop. Our varied soil, water and climatic conditions make great diversity possible, and diversity means safety. This factor of safety will increase with more irrigated acres, with the heightened certainty of crops, and with population growth and greater local consumption. A California farmer, in his home garden, makes good use of this diversity factor in keeping down his grocery bill.

It follows that as crop value is increased, city prosperity will increase, each individual taking his greater toll. As the quantity of raw material increases, the manufacturers can derive maximum use of capital investment. Our natural water power advantage being a constant quantity, while eastern coal and oil power will become more costly, his prosperity is further assured. Indirectly, the increase of population, both urban and rural, cumulatively increases local consumption and diversified demand for both raw and processed products.

FARMER FAMILIES AND CAPITAL THE NEEDS

We have room for 100,000 farmer families to invest and capitalize *their* knowledge, initiative and business management in *our* climate, soil and water. We need more and better trained farmers who can apply scientific, mechanical and financial knowledge, who can manage the capital investment necessary to produce more and higher-valued crops.

State aid will help to a certain extent, but, to a greater degree, and directly and speedily, the city dweller with capital to invest can aid to bring about the condition we all anticipate. If each substantial city citizen would invest his surplus in a parcel of bare California farm land, contribute his business ability, his cultivated intelligence, his capacity to plan, and his progressive interest in better schools and roads, how much more quickly would our State progress. Incidentally, he will control occupancy, keep out the more ignorant foreigners, and help effectually in offsetting the Oriental invasion.

Many eastern farmers come to California prepared to pay a premium for a farm place with every convenience, one brought to a high production basis, with the pioneering completed. But this class of farm homes is limited in Upper California. This is not, however, the condition in Southern California, which has boomed ahead because of the additional capital investment in the soil and the availability of many small improved home farm places. You can earn the premium if you will start now.

The city man's direct investment interest in the big back country is also needed to encourage county supervisors, boards of country school

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Prosperity in Holland Land Co.'s Holdings

CLARKSBURG, Oct. 13.—That bankers regard the farm lands hereabout as extremely sound security for loans is evidenced by the volume of money that farm owners have secured on mortgage loans within recent months.

The Holland Company, which subdivided twenty thousand acres in this down river sectron of Yolo County, has made a compilation on a dozen loans on an aggregate of 2005 acres of land, showing a total of bank loans of $364,000.

The parcels whose intensive development has thus been expedited vary from 40 acres to more than a section of land in size. Most of these loans, it is reported, were made at rates lower than the prevailing interest rates.

Byron Times
1922-10-22

BANKERS SHOW CONFIDENCE IN HOLLAND LAND

Oakland Tribune

Loans Approaching Half a Million Dollars Made on Bottom Land.

1922-10-22

CLARKSBURG, Oct. 21.—Bank loans aggregating $364,000 have recently been made in this district, according to a compilation of the Holland Land Company, which has subdivided 20,000 acres hereabout. These loans are secured by 2005 acres of the highly productive land of this downriver section of Yolo county and are regarded as substantial evidence that bankers are observant of the progress of the district, the high level of its land values, and the stability of farming operations.

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S.F. Bulletin 1922-10-28

1000 Acres of Land Is Being Reclaimed

CLARKSBURG, Oct. 28.—One thousand additional acres will be made ready for intensive cultivation of high-value crops in the Holland Land Company district centering here by next spring, preliminary work having been already started on eight pumping plants. This land is higher than the 20,000-acre area, which is sub-irrigated for the most part. The pumps vary from eight inches to twelve inches in size, all being located within a half mile of one another on Elk slough, a navigable arm of the Sacramento river. Land owners of the area affected variously plan to set out orchards, alfalfa fields or sugar beets, besides developing farm home gardens.

HOLLAND PROJECT GROWS

S.F. Journal

CLARKSBURG, Oct. 28—One thousand additional acres will be made ready for intensive cultivation of high-value crops in the Holland Land Company district centering here by next spring, preliminary work having been already started on eight pumping plants. This land is higher than the 20,000-acre area, which is sub-irrigated for the most part. The pumps vary from eight inches to twelve inches in size, all being located within a half mile of one another on Elk Slough, a navigable arm of the Sacramento River. Land owners of the area affected variously plan to set out orchards, alfalfa fields or sugar beets, besides developing farm home gardens. 1922-10-28

Big Doings on Holland Land Co. More Orchards, Alfalfa, Beets

Byron Times 1922-11-3

Clarksburg, October 27.—Preliminary work is being done on eight different plants for irrigation of lands in the Holland Land district centering here. About a thousand acres will thus be prepared for intensive cultivation. owners variously planning to set out orchards, plant alfalfa, or grow sugar beets, in addition to developing farm home gardens. The pumps vary from eight-inch to twelve-inch, all being placed within half a mile of one another tapping Elk Slough, a navigable arm of the Sacramento River.

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8 Pumping Plants For Holland District

CLARKSBURG, Oct. 28.—Work is being done on eight different pumping plants for irrigation of lands in the Holland land district, centering here. About 1000 acres will thus be prepared for intensive cultivation, owners variously planning to set out orchards, plant alfalfa or grow sugar beets, in addition to developing farm home gardens. The pumps vary from eight inch to twelve inch, all being placed within half a mile of one another, tapping Elk Slough, a navigable arm of the Sacramento River. S.F. CALL 10-22-22

Holland Land Co. Installing Pumps

S.F. Com'l News

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Page 1.

MORE HOLLAND LAND TO GO ON THE MARKET

1922 11-5 Dur

Oakland Tribune

One Thousand Acres of Choice Property to Be Opened Up.

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New Land Tract to Be Planted Soon

S.F. Chronicle 1922 10 28

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HOLLAND LAND ACREAGE MOVING STEADILY TO OWNERS

Independent Leader 12-4-22

Clarksburg, Dec. 1.—Sales of 450 acres of high value crop land, involving $160,000, or more than $350 an acre average, were made in November in the Holland Land District. The company has announced the names of the buyers of parcels varying from 20 to 80 acres, as follows:

L. J. and Lucinda M. Blake, San Francisco; J. C. Marshall, Woodland; N. U. Lawlor, Clarksburg; John Valine, Clarksburg; T. Davis, Clarksburg; J. W. and Mary J. Hollenbeck, San Francisco; J. E. Curtis and J. M. Rood, Oakland; R. Mervin, Clarksburg, and Mrs. E. Benedict, Sacramento.

Further evidence of the stability and progress of the district is given in the announcement that bank loans aggregating $600,000 were made in the district during 1922 to date. This represents negotiations consummated by some twenty-five purchasers who are developing their lands. Most of these loans were made at six per cent, which is regarded here as the best testimony of the fertility of the district and the substantial character of the incoming farmers.

2 Sides.

trustees, and other officials to preserve parking spaces, beautify school grounds, and shade our highways, to fill in weedy corners with shrubbery and greenery, to hide disagreeable spaces and soften sharp corners, and to cool the hot fields and protect the orchards and home yards with green windbreaks.

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And if our city dwellers will turn their minds and a part of their money to the development of our farming country, they will be benefited many ways, directly and indirectly. Profit only need not be the urge. As a consumer, the city man will place himself in close touch with the producer. He will gain, at first hand, a knowledge of that ever-present and much debated question: "What happens between the producer and the consumer?" He will learn the details of the great problem of marketing our specialized western products. He will establish a bond of sympathy with the men of the back country—the farmers—who place all their working capital in the annual farming venture. He will learn the risks of weather changes, soil variations and price fluctuations, of seed germination and of recurring and of new kinds of pests; yes, he will learn the real meaning, and become impressed with the importance, of this business of producing, of creating that annual volume of wealth, which, as it passes on to the world's markets, is made to grow in value and to return a long chain of profits, shared either directly or indirectly, by every city dweller.

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Reprinted from
San Francisco Daily Commercial News
1922 Financial Year Book

City and Back Country Interdependence

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By J. V. MENDENHALL
President Holland Land Company and
California Delta Farms, inc.

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FOR YOUR PERUSAL SOME LEISURE QUARTER-HOUR

This reprint is not issued to exploit the writer's personal ideas, confirmed as they may be on this important subject. Rather it is inspired by a desire to present what can be termed a composite of the opinions and findings of men who have been studying the economic trend of the times. Now, on the eve of the campaign to herald the resources of Greater California and insure an incoming host of farmers, it is deemed timely to emphasize the points covered in rather cursory fashion in this article.

—J. V. M.

Oakland Tribune

MANY SALES ARE MADE IN HOLLAND LAND DISTRICT

1922 —— 12-17

Banks Regard This Property As of Highest Value For Loan Purposes.

CLARKSBURG, Dec. 16.—Direct evidence of the activity in country land sales is given in the report of purchases made in the Holland Land district during the month of November. Sales of nine parcels of land varying from 20 to 80 acres and aggregating 450 acres were made by the Holland Land company in its subdivision, the transactions involving $160,000. The average price paid exceeded $350 an acre.

Buyers included Mrs. Grace E. Benedict of Sacramento, R. Merwin of Clarksburg, J. C. Marshall of Woodland, J. E. Curtis and J. M. Rood of Oakland, N. U. Lawlor of Clarksburg, L. J. and Lucinda M. Blake of San Francisco, T. Davis of Clarksburg, John Valine of Clarksburg. and J. W. and Mary J. Hollenbeck of San Francisco.

During 1922 to date bank loans aggregating $600,000 have been made in this district to some twenty-five purchasers who are developing their lands. That the great majority of these loans were made at six per cent interest is regarded here as the best testimony of the fertility and stability of this downriver section of Yolo County.

S.F. Chronicle

Land Company Sales Reach $160,000 Mark

CLARKSBURG. Dec. 1.—Direct evidence of the activity in country land sales is given in the report of purchases made in the Holland land district during the month just closed. Sales of nine parcels of land varying from twenty to eighty acres and aggregating 450 acres were made by the Holland Land Company, involving $160,000. Buyers included Mrs. Grace E. Benedict of Sacramento, R. Merwin of Clarksburg, J. C. Marshall, Woodland; J. E. Curtis and J. M. Rood, Oakland; N. U. Lawlor, Clarksburg; L. J. and Lucinda M. Blake. San Francisco; T. Davis, Clarksburg; John Valine, Clarksburg, and J. W. and Mary J. Hollenbeck, San Francisco. 1922-12-2

New Free County Ferry

1922-11-13
S.F. Com'l News Page 1

CLARKSBURG, Nov. 13.—Through the enterprise of the Solano County Board of Supervisors a new free county ferry has been put into operation across Miner Slough, one of the navigable arms of the Sacramento river. It connects Ryer and Prospect islands with the southern end of the Holland Land district. This extension of transportation facilities is evidence of the development of the district down river from Sacramento.

S.F. Examiner

Ferry Connects the Holland Land Tract

CLARKSBURG, Nov. 10.—Through the enterprise of the Solano County Board of Supervisors a new free county ferry has been put into operation across Miner Slough, one of the navigable arms of the Sacramento river. It connects Ryer and Prospect islands with the southern end of the Holland Land district. This extension of transportation facilities is evidence of the development of the district down river from Sacramento. 1922 11-12

New Ferry Connecting Holland Land Company

CLARKSBURG, Nov. 10.—Through the enterprise of the Solano County Board of Supervisors, a new free county ferry has been put into operation across Miner Slough one of the navigable arms of the Sacramento River. It connects Ryer and Prospect islands with the southern end of the Holland Land District. This extension of transportation facilities is evidence of the development of the district down river from Sacramento.

Byron Times 11-17-22

Solano County Has Ferry in Operation

CLARKSBURG, Nov. 10.—Connecting Ryer and Prospect islands with the southern end of the Holland land tract, a new ferry has been put into operation across Miner slough, one of the navigable arms of the Sacramento river. It serves the growing district down river from the capitol. The ferry is operated without toll by Solano county and is under the jurisdiction of the Board of Supervisors.

S.F. Chronicle Nov. 11. 1922

Oakland Tribune 1922 11-13

Ferry Established By Solano County

CLARKSBURG.—A new ferry connecting Ryer and Prospect Islands with the southern end of the Holland land tract has been put into operation across Miner Slough. This is one of the navigable arms of the Sacramento river. The ferry is operated without toll by Solano county and is under the jurisdiction of the board of supervisors.

S.F. Call. Nov. 11. 1922

New Ferry Connects Down River Islands

CLARKSBURG, Nov. 11.—Through the enterprise of the Solano County Board of Supervisors a new free county ferry has been put into operation across Miner Slough, one of the navigable arms of the Sacramento River. It connects Ryer and Prospect islands with the southern end of the Holland land district. This extension of transportation facilities is evidence of the development of the district down river from Sacramento.

TIMES Byron 1922-12-8

Land Brings $350 an Acre In the Holland District

CLARKSBURG, Dec. 2.—Sales of 450 acres of high value crop land, involving $160,000, or more than $350 an acre average, were made in November in the Holland Land district.

The company has announced the names of the buyers of parcels varying from 20 to 80 acres, as follows:

J. C. Marshall, Woodland; N. U. Lawlor, Clarksburg; L. J. and Lucinda M. Blake. San Francisco; **John Valine, Clarksburg; T. Davis**, Clarksburg; J. W. and Mary **J. Hollenbeck, San Francisco; J.** E. Curtis and J. M. Rood, Oakland; D. Merwin, Clarksburg; and Mrs. Grace E. Benedict, Sacramento.

Further evidence of the stability and progress of the district is given in the announcement that bank loans aggregating $600,000 were made in the district during 1922 to date. This represents negotiations consummated by some twenty-five purchasers who are developing their lands. Most of these loans were made at six per cent, which is regarded here as the best testimony of the fertility of the district and the substantial character of the incoming farmers.

LAND SALES BRISK IN CLARKSBURG DISTRICT

Holland Company Sells Total of 450 Acres in November

S.F. JOURNAL 12-2-22

CLARKSBURG, Nov. 30.—Direct evidence of the activity in country land sales is given in the report of purchases made in the Holland land district during the month just closed. Sales of nine parcels of land, varying from twenty to thirty acres and aggregating 450 acres, were made by the Hollond Land Company in its subdivision, the transactions involving $160,000. The average price paid exceeded $350 an acre.

Buyers included Mrs. Grace E. Benedict of Sacramento, R. Merwin of Clarksburg, J. C. Marshall of Woodland, J. E. Curtis and J. M. Rood of Oakland, N. U. Lawlor of Clarksburg, L. J. and Lucinda M. Blake of San Francisco, T. Davis of Clarksburg, John Valine of Clarksburg and J. W. and Mary J. Hollenbeck of San Francisco.

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CALIFORNIA FARM LANDS ATTRACTIVE

1922 12-2
S.F. Bulletin

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$160,000 Sales in Holland District

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S.F. CALL 12-2-22

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$350 FOR ACRE OF CROP LAND

1922 12-2
S.F. Examiner

CLARKSBURG, Dec. 1.—Sales of 450 acres of high-value crop land, involving $160,000 or more than $350 an acre average, were made in November in the Holland Land district. The company has announced the names of the buyers of parcels varying from 20 to 80 acres as follows: J. C. Marshall, Woodland; N. U. Lawlor, Clarksburg; L. J. and Lucinda M. Blake, San Francisco; John Valine, Clarksburg; T. Davis, Clarksburg; J. W. and Mary J. Hollenbeck, San Francisco; J. E. Curtis and J. M. Rood, Oakland; R. Merwin, Clarksburg, and Mrs. Grace E. Benedict, Sacramento.

September - 1922.

Down River From Sacramento -- Impressions of an Inland Empire

ASK Mr. Average Farmer from Anywhere what he considers the richest and most productive soil in the world, and nine chances to one he'll answer, "Sediment — bottom lands."

It is no wonder, then that man's improvement on nature has resulted in the production of millions of dollars of agricultural wealth in the magic district "down river" from California's State Capital.

Nature did her part through the age-long activity of the great river. Year after year, before the big stream was harnessed and tamed, it deposited tons of richest silt over a great area.

The engineers, too, did their work well, and now, spinning over the beautiful highway that borders the peaceful stream, the traveler is amazed and entranced by the wealth and beauty spread out before him.

On one side of the river he views mile after mile of pear orchards, dotted with fine homes — orchards which, we learned, are not for sale, and which for as much as forty years, have produced almost unbelievable profits.

And on the other side, stretch great fields of alfalfa, potatoes, beans, corn, sugar beets and countless other crops, interspersed here and there with young orchards.

WATER TRANSPORTATION

Lost in wonder and admiration, the visitor is persuaded with difficulty to discuss prosaic facts and figures.

But he learns that upon the river and its tributary streams and canals is transported more than $50,000,000 worth of produce each year. Water transportation is a big feature of the down-river district. Many farms have private "landings," where steamers make frequent calls, and most of the grain and hay and much of the fruit, both fresh and canned, starts its journey to market via the water route.

Statistics dealing with production are equally amazing. The per-acre yields of these rich lands are little short of marvelous, while inter-cropping and double-cropping are common practices. Two great cash crops are beans and asparagus, often interplanted. This district is said to produce more than two-thirds of the canning asparagus grown in America. Two-year-old asparagus roots often bring a return of $175 to $200 an acre.

TREMENDOUS YIELDS

Barley yields 30 to 60 sacks and wheat gives equally attractive yields. Many growers are said to have produced 20 to 25 sacks of beans per acre, between the rows of their orchard trees.

Beets have gone as high as 27 tons per acre, averaging 18 per cent sugar.

These figures suggest the extent of crop production in this district: Asparagus, 20,000 acres; potatoes, 40,000 acres; onions, 8000 acres.

Probably in no other section of California can so many different crops be grown with such uniformly high yields.

But to the uninitiated, the production of pears and other tree fruits is the real marvel. Many are accustomed to regard the pear as a "high and dry" tree, reaching its best condition at considerable altitude, where cold winters prevail.

Yet almost on the banks of the river, with their "feet literally in water," thousands of acres of pears produce enormous yields of the finest canning fruit. The cores are light, and the meat of the texture desired for canning. The trees are hardy and long lived, seemingly having the vitality to resist the inroads of blight.

It is a theory among those who have studied conditions in this section that almost any plant will adapt itself to a water table which is fairly constant, even though the table be high. This is borne out by the success that has attended alfalfa production.

ALFALFA THRIVES

Normally, alfalfa is a deep-rooted plant, supposedly unable to thrive with "wet feet." Yet alfalfa here yields as much as ten tons per acre, and produces consistently for many years without replanting.

Subirrigation, by control of the water table, is practiced. Irrigation and drainage, in fact, are so closely allied as to form almost one process; they are interdependent. The complete system of canals and pumps makes it possible to control the water with astounding ease and accuracy. The water table may be raised or lowered at will, and when subirrigation is not practicable or desirable, the water may be drawn from the canals by means of pumps or siphons, and carried over the surface of the ground.

THE HOLLAND PROJECT

Of the various projects developed in this section, none shows more careful planning than that of the Holland Land Company, which is developing a tract of some 20,000 acres, of which the river town of Clarksburg is the central point.

Attention has been paid not only to sound engineering principles, but also to such aesthetic considerations as roadside tree planting, community development and carefully restricted improvements, plus a sound sales policy.

Credit for the remarkable success of this great undertaking, which already has resulted in the sale of some 16,000 acres to more than 100 buyers, is given to J. V. Mendenhall, president.

Mr. Mendenhall, in developing the Holland tract, has not been engaged simply in selling land. He has attempted to place upon the rich soil active, aggressive American farmers — men who would appreciate and take advantage of the unusual opportunities presented.

Furthermore, he has operated entirely upon the budget system, forcing development work to pay its own way, and never "overstepping" in order to make haste.

Probably no colonization project in California has been more carefully worked out. In the course of the original survey, 73 corners were marked by cement monuments. Ten subdivision maps are recorded. The land is sold free from bonded indebtedness and on such attractive terms that with even ordinary prices for produce, the buyer scarcely can fail to make good. Free title insurance is given.

EFFICIENCY THE WATCHWORD

A portion of the land is farmed directly or on shares by the holding company, this work as well as all business at the property being in charge of Gus Olson, general manager. The accounting system worked out by the Holland Company is remarkable in its efficiency and accuracy, and includes daily or weekly reports which enable the management to keep absolute check upon all operations. It is largely through this complete, yet

(Continued on Page 42)

J. V. Mendenhall, and Typical Young Orchard in Holland Tract, Intercropped With Beans

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Down River From Sacramento

(Continued from Page 11)

simple, accounting system that Mr. Mendenhall is able to handle this immense tract as well as some 40,000 acres elsewhere, also under his supervision.

The basis of the system, which may be applied by the individual farmer, is a daily report from men in the field. Blanks are furnished, upon which foremen, tenants and workmen are required to furnish certain information. A few moments each day spent in reporting creates, in the aggregate, a comprehensive record, always up to date, from the men who actually are in the field.

That tenants and land owners of the Holland tract are "sold" on their own section is indicated by the interesting fact that 72 per cent of the land disposed of to date was purchased by former renters or neighboring farmers.

And now President Mendenhall has sounded a call which promises to grow into a movement of large proportions as public organizations and other concerns take it up.

"Let us put to work the idle dollars of the cities to develop our great areas of agricultural land," he pleads. "Thousands of acres of undeveloped land await only the touch of capital to unlock the enormous untouched resources of our State.

"Let every business man, manufacturer, professional man, invest in a bit of land. Let him improve it and plant field crops, vineyards and orchards.

"Not only will this create wealth, but it will make our people more contented. It will help to strengthen the bonds between city and country. It will broaden the outlook of city residents, and encourage the farmers because of the increase in property value that is sure to result from more intensive development."

A campaign now is in progress to interest land-hungry denizens of the cities in the rich silt soils "down river." And, judging from the evidence on every hand, those who heed the call will not wait long for attractive returns upon their investments.

"Waiting for the River Boats"

COUNTRY REAL ESTATE

Pears

AND

Asparagus

are only two
of the high value
and sure permanent crops
that can be grown
profitably
at

Clarksburg

fifteen miles down river
from Sacramento.

At Clarksburg you get
sediment soil—
deep, virgin, lasting.

In a developing community
of farm home estates.

Where parcels
are reasonably priced
and on terms to suit.

As little as $25 cash
an acre down
will secure your farm.

At Clarksburg there is
diversity of crops—
big pay crops.

There is sub-irrigation
or surface low-head pumping.

Electric power—
for farm and home use.

Graded, tree-lined roads,
paved highway to city,
water and rail transportation to
nearby markets.

Experienced counsel,
Farm Bureau Center,
sensible restrictions.

Soon a new Union School
to replace the one
rapidly outgrown.

Will you
see this property
at our expense
and without obligation,
or "high pressure" salesmanship?

When?

Let prospective purchasers
"compare notes"—
see other farm lands
in California
before deciding to

Come to Clarksburg

HOLLAND LAND CO.
351 California St.
Phone Sutter 2303

Bulletin Sept. 27, '22

Bulletin 9/27

COUNTRY REAL ESTATE

Pears and Asparagus

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and sure and permanent crops
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Size to suit.

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HOLLAND LAND CO.
351 California St.
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Bulletin Oct. 4, '22

MR. FARMER READER—25 acres Bartlett pears, 25 acres vineyard (grapes won highest prize); modern 7-room new city home, electricity throughout house and grounds; all under irrigation; very good roads to property; plenty timber; other buildings, tools, stock, etc.; high class, going place; elevation 1700 feet, in California's best fruit belt; mile from Colfax; new State highway will be on top of ranch; soil and water conditions very best; good crop this year and every year; price $30,000; might trade. H. STEIN, 26 Montgomery st., San Francisco.

FOR LEASE—
$1000 per annum, 400 acres of land, together with farm buildings; San Mateo co. W. F. CHIPMAN, 625 MARKET ST.

YOUNG fig orchard, 10 to 40 a.; level, cheap. $200 per acre; terms. Box 171, Woodland.

Chronicle 12-9-22

Profit Plus Pleasure

Spend your week-ends improving your own farm-home estate. Just 10% cash and easy annual payments pave the way for later independence at Clarksburg.

HOLLAND LAND CO.
351 California St., S. F.

Chron 11-12-22

Pears, Asparagus, Sugar Beets

and other high-value crops produce abundantly at Clarksburg, 15 miles down river from Sacramento. Free trip to properties.

Holland Land Co.
351 California St., San Francisco

Chron 12-16-22

$100 to $200 an Acre Crops

are harvested on the sediment lands at Clarksburg, 15 miles down river from Sacramento. Free trip of inspection.

HOLLAND LAND CO.
351 California St., S. F.

Chron 12-30-22

Pears, Asparagus, Sugar Beets

and other high-value crops produce abundantly at Clarksburg, 15 miles down river from Sacramento. Free trip to properties.

HOLLAND LAND CO.
351 California St., San Francisco

Chronicle 11-18-22

VISIT CLARKSBURG AT OUR EXPENSE

Come and see for yourself the big-pay crops produced on farm-home estates 15 miles down river from Sacramento.

HOLLAND LAND CO.
351 California St., San Francisco

Chron 12-2-22

Get Back to the Soil

It pays—on the sediment lands in the Clarksburg farming community, 15 miles down river from Sacramento. Visit it at our expense.

HOLLAND LAND CO.
351 California Street, San Francisco

12-23-22

VISIT CLARKSBURG AT OUR EXPENSE

Come and see for yourself the big-pay crops produced on farm-home estates 15 miles down river from Sacramento.

HOLLAND LAND CO.
321 California St., San Francisco

September - 1922

ORCHARD AND FARM 17

Pears and Asparagus!

What's the connection, you ask? None at all! — none other than the thoroughly demonstrated fact that both of these high value — and sure crop — products can be

grown profitably at Clarksburg

fifteen miles down river from Sacramento, the State capital

At Clarksburg

Sound Security

- Sediment soil—deep, virgin, lasting
- Diversity of crops
- Big-pay crops
- Sub-irrigation or surface low-head pumping
- Graded tree-lined roads
- Water transportation
- Paved road to city
- 30 minutes to capital
- Resident supervision
- Experienced counsel
- Sensible restrictions
- High farming standards
- Moderate prices
- Six per cent interest
- Easy payments
- Insured land titles
- Community spirit
- Farm Bureau center
- Satisfied settlers

Match It!

—where you get sediment soil, well located, reasonably priced;

—where 64% of the buyers are former tenants or neighboring farmers who have purchased 72% of the land sold to date;

—where the big-scale pioneer development work is finished **within the budget;**

—where you can earn the profit the man of vision reaps by laying the foundation for the type of highly developed farm home estates, found just across the river, whose values run well past the thousand dollar mark per acre —indeed are not on the market at any figure.

—where, for as little as $25 an acre cash down, you can go onto the parcel of your choosing—and thus start on the highroad toward contentment and a competence.

At Clarksburg

Your Choice of Crops

- Peaches
- Potatoes
- Pears
- Alfalfa
- Cherries
- Seed to sell
- Asparagus
- Grapes
- Garden truck
- Hops
- Prunes
- Celery
- Onions
- Grain
- Peas
- Plums
- Beans
- Spinach
- Corn
- Sugar beets

Diversity!

When will *YOU* come to see it?

Inspection trips from nearby points at our expense.

And mark this, please—we don't want the deposit of a prospective purchaser who has had no chance to "compare notes" elsewhere. On the other hand, the man who has been stirred by the summons to the soil and who has been seeking farm land should make no decision until he has "come to Clarksburg."

HOLLAND LAND COMPANY

Clarksburg, California.

Offices also in San Francisco, 351 California St.
Sacramento, Capital National Bank Building.

Oakland Tribune - 9-3-1922

Real Development Is a Big Man's Play

The fifteen thousand dollar headquarters house of Holland Land Company at Clarksburg—evidence of city men's faith in the mounting prosperity that is destined for the interior. The figure is PRESIDENT J. V. MENDENHALL, whose vision, determination and courage have been the biggest single factor in the success of the project.

"Its a big man's play to take a bare acreage and plan and arrange an ideal set of farm and home buildings, select a choice home orchard, lay out the crop plots, learn how they grow, gravel an approach road, fence in the acreage, and watch the shade trees grow.'

That indeed is how the speaker, J. V. Mendenhall, president of the Holland Land Company and president of California Delta Farms, inc. —which means he's the big boss of 60,000 acres of rich garden land—succeeds in getting his fun. That's how he regards the job of planning and executing the major development work of tracts running far into thousands of acres.

"What greater week-end pleasure for the city man can be there," he asks, "than to go to the ranch, and enjoy peace, fresh vegetables and fruit, pet the new calf, note the growth of trees and shrubbery, learn first hand the secrets of soil, plants, trees and animal life—one's whole horizon expands. The application of power equipment, the scientific selection of trees, the relation of production and distribution of foodstuffs, the significance of co-operative marketing—a score of new interests will develop, present day problems will tend to clarify, and a keener comprehension of the times will result.

For years President Mendenhall has been preaching the gospel of need of the city man of affairs' money and interest in the development of California's big back country, now largely an expansive, unpeopled estate awaiting individual capital and direct personal supervision and constructive ability to bring it to a state of high value and crop production.

To give concrete expression to his ideas Mendenhall staged a "down river holiday" excursion recently to the Holland Land Company's properties at Clarksburg, Yolo county, the company playing host to several hundred people from the San Francisco bay cities who were invited to explore upper California's store-house of crop wealth—the section that has been such a big factor in California's advance from sixteenth to second place in the list of agricultural states of the union.

The visitors were shown what had been accomplished in the space of five years to bring 20,000 acres to a state of readiness for diversified farming, with a large acreage already set out in orchard, alfalfa, beans, asparagus, potatoes, onions, sugar beets and other profitable crops. They saw what city folk were doing to create farm home estates. And they returned better posted Californians. Not the slightest effort was put forth to effect land sales; the trip, from start to finish, was simply an educational jaunt into the source of wealth of the metropolitan centers. It was aptly timed just when the people of city and country, a new recognition of the city's interest in the prosperity of its tributary territory through the launching of the Greater California campaign.

Clarksburg School Bonds Sell in S. F.

1922 10-21

CLARKSBURG, Oct. 21.—Through the trustees of the Clarksburg Union School district the bond issue of $75,000, voted early in August by a majority in excess of six to one, has been sold to a San Francisco bond house. A substantial premium was paid by the successful bidder. Construction of a thoroughly modern building, adequate to the need of the growing district, will be begun early next spring.

S.F. Chronicle

CLARKSBURG HAS NEW SCHOOL

1922 10-29

Oakland Tribune

CLARKSBURG, Yolo County, Oct. 28.—Bidding for the issue of $75,000 of Clarksburg Union High School District bonds, authorized by more than a six to one majority early in August, resulted in their sale to a San Francisco bond house for a substantial premium.

The trustees plan to start construction of a thoroughly modern school building next spring, the rapid development of the district centering here having made the present structure inadequate.

SCHOOL BOND ISSUE IS SOLD

1922 10-21

S.F. Examiner

CLARKSBURG, Oct. 20.—Commanding a substantial premium, the issue of $75,000 for a new school building here has been sold to a San Francisco bond house. Construction work will be begun next spring. The bond issue was authorized early in August by more than a 6 to 1 vote.

S.F. Bulletin 1922-10-21

S. F. Brokers Buy $75,000 Bond Issue

CLARKSBURG, Yolo County, Oct. 21.—Through the trustees of the Clarksburg Union School District the bond issue of $75,000, voted early in August by a majority in excess of six to one, has been sold to a San Francisco bond house. A substantial premium was paid by the successful bidder.

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1922 10-21

CLARKSBURG SCHOOL BONDS ARE SOLD

S.F. Com'l News

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HOLDERS BUYING MORE ACRES IN HOLLAND LAND

1922-11-12

Owners in This Popular Bit of River Bottom Add to Investment.

CLARKSBURG, Yolo County, November 11.—Two more parcels of high-value crop land were sold in this district during the week by the Holland Land Company. Both purchases were made by farmers who already own and farm land in the Holland district, and those who have been following the development of the farming community centering here regard these sales as striking evidence of the recognized productivity of these Sacramento river sediment soils.

Captain J. W. Hollenbeck, already the owner of approximately 300 acres, bought 150 acres more, and John Valine rounded out his holdings to 100 acres by securing a second parcel of forty acres. The price paid was not announced in either case.

Oak. Tribune

October

S.F. Chronicle

Clarksburg Land Selling Rapidly

1922 11-4

Farmers Take Up Tracts to Round Out Holdings

CLARKSBURG, Nov. 3.—Two more parcels of high-value crop land were sold in this district during the week by the Holland Land Company. Both purchases were made by farmers who already own and farm land in the Holland district.

Captain J. W. Hollenbeck, owner of approximately 300 acres, bought 150 acres more, and John Valine rounded out his holding to 100 acres by securing a second parcel of forty acres.

Yolo Lands Receive Farmers' Approval

1922 11-4

CLARKSBURG, Nov. 3.—Attesting the productivity of the lands of this district, two sales this week are reported by the Holland Land Company to farmers who already own and are farming land here.

Captain J. W. Hollenbeck has purchased 150 acres, increasing his present holdings by 50 per cent.

A parcel of 40 acres was bought by John Valine, who now owns 100 acres in the Clarksburg district.

Both parcels are adapted to high value crops and will be farmed intensively.

S.F. Examiner

CROP LANDS PURCHASED

S.F. Journal

Two Tracts Change Hands in Clarksburg District

1922 11-4

CLARKSBURG, Nov. 3.—Two more parcels of high value crop land were sold in this district during the week by the Holland Land Company. Both purchases were made by farmers who already own and farm land in the Holland district, and those who have been following the development of the farming community centering here regard these sales as striking evidence of the recognized productivity of these Sacramento river sediment soils. Captain J. W. Hollenbeck, already the owner of approximately 300 acres, bought 150 acres more, and John Valine rounded out his holdings to 100 acres by securing a second parcel of forty acres. The price paid was not announced in either case.

More Holland Land Co. Sales

1922 11-4

S.F. Com'l News

CLARKSBURG, Nov. 3.—Attesting to the productivity of the lands of this district, two sales this week are reported by the Holland Land Co., to farmers who already own land here. Captain J. W. Hollenbeck has purchased 150 acres, increasing his present holdings by 50 per cent. A parcel of 40 acres was bought by John Valine, who now owns 100 acres in the Clarksburg district. Both parcels are adapted to high value crops and will be farmed intensively. Page 1

S.F. Call

NOVEMBER 4, 1922

Holland Land Co. Sales Reported

CLARKSBURG, Nov. 4.—Attesting the productivity of the lands of this district, two sales this week are reported by the Holland Land Company to farmers who already own and are farming land here. Captain J. W. Hollenbeck has purchased 150 acres, increasing his present holdings by 50 per cent. A parcel of 40 acres was bought by John Valine, who now owns 100 acres in the Clarksburg district. Both parcels are adapted to high value crops and will be farmed intensively.

Holland Land Sales

1922 11-10

CLARKSBURG, Yolo County, Nov. 3.—Attesting the productivity of the lands of this district, two sales this week are reported by the Holland Land Company to farmers who already own and are farming land here. Captain J. W. Hollenbeck has purchased 150 acres, increasing his present holdings by fifty per cent. A parcel of 40 acres was bought by John Valine, who now owns 100 acres in the Clarksburg district. Both parcels are adapted to high value crops and will be farmed intensively.

Byron Times

Pears and Asparagus!

what's the connection, you ask? None at all!—none other than the thoroughly demonstrated fact that both of these high-value—and sure crops can be

Grown Profitably at Clarksburg

15 miles down river from Sacramento, the State capital

Sound Security

Sediment soil—deep, virgin, lasting
Diversity of crops
Big-pay crops
Sub-irrigation, or surface low-head pumping
Graded tree-lined roads a-plenty
Water transportation
Paved road to city
30 minutes to capital
Resident supervision
Experienced counsel
Sensible restrictions
High farming standards
Moderate prices
Six per cent interest
Easy payments
Insured land titles
Community spirit
Farm Bureau Center
Satisfied settlers

Match It!

—**where** you get sediment soil, well located, reasonably priced;

—**where** 64 per cent of the buyers are former tenants or neighboring farmers who have purchased 72 per cent of the land sold to date;

—**where** the big-scale pioneer development work is finished **within the budget**;

—**where** you can earn the profit the man of vision reaps by laying the foundation for the type of highly developed farm home estates found just across the river, whose values run well past the thousand-dollar mark per acre—indeed are not on the market at any figure.

—**where**, for as little as $25 an acre cash down, you can go onto the parcel of your choosing—and thus start on the highroad toward contentment and a competence.

When will YOU come to see it?

Choice of Crops

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to sell
Grapes
Garden Truck
Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

Diversity!

INSPECTION TRIPS FROM NEARBY POINTS AT OUR EXPENSE

AND MARK THIS, PLEASE—We don't want the deposit of a prospective purchaser who has had no chance to "compare notes" elsewhere. On the other hand, the man who has been stirred by the summons to the soil and who has been seeking farm land should make no decision until he has "come to Clarksburg."

Holland Land Company

Clarksburg, California
Offices also in San Francisco, 351 California St.
Sacramento, Capital National Bank Building

California Cultivator
1922-9-2

Pears and Asparagus

What's the connection, you ask? None at all! None other than the thoroughly demonstrated fact that both of these high value—and sure crop—products can be

grown profitably at Clarksburg

Fifteen Miles Down River From Sacramento, the State Capital

At Clarksburg

Sound Security

Sediment soil—deep, virgin, lasting
Diversity of crops
Big pay crops
Sub-irrigation or surface low-head pumping
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At Clarksburg

Choice of Crops

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Seed to sell
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Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

Diversity!

When will **you** come to see it?
Inspection trips from nearby points at our expense

And mark this, please—we don't want the deposit of a prospective purchaser who has had no chance to "compare notes" elsewhere. On the other hand, the man who has been stirred by the summons to the soil and who has been seeking farm land should make no decision until he has "come to Clarksburg."

HOLLAND LAND COMPANY

Clarksburg, California
Offices also in San Francisco, 351 California St. Sacramento, Capital National Bank Building

California Farmer - September 1 - 1922

September - 1922.

SACRAMENTO RIVER SEDIMENT
FARM LANDS
Orchards—Alfalfa—Vegetables
HOLLAND LAND COMPANY
Write or Call
351 California St., SAN FRANCISCO
Capital Nat. Bank Bldg., SACRAMENTO

Yale - Harvard News

Home–Farm Estates
on sediment lands, a half hour distant from Sacramento, produce Asparagus, Beans, Pears and Alfalfa. See these lands at our expense. Terms to Suit
HOLLAND LAND COMPANY
SAN FRANCISCO: 351 California St.
SACRAMENTO: Capitol Nat'l Bank Bldg.

October, 1922

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SAN FRANCISCO: 351 California St.
SACRAMENTO: Capitol Nat'l Bank Bldg.

November - 1922

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HOLLAND LAND COMPANY
SAN FRANCISCO: 351 California St.
SACRAMENTO: Capitol Nat'l Bank Bldg.

December 1922

Out of 100 Self-Supporting Men at the age of 25: Forty years later, 47 have died, 3 have won independence—40 are still working—10 are wholly or mainly dependent on charity.

PROVIDE IN THE "TWENTIES" AND "THIRTIES" FOR THE "FIFTIES" AND "SIXTIES"

"Green Pastures" or Bleak Walls

On a Farm Home

For Prudent Men Who Look Ahead.
One Way to Earn it:

1. Study the opportunities and advantages of earning a livelihood in the great outdoors as compared with what the city offers.
2. Write, call on, or telephone the Holland Land Company, 351 California St., San Francisco (Sutter 2303), or Capital National Bank Bldg., Sacramento (Main 183), for information about its highly productive sediment land at Clarksburg, fifteen miles down river from Sacramento as an investment-opportunity for the city man who seeks a freehold in the great outdoors —for health, for enjoyment, for profit.
3. See the land for yourself as our guest. No expense to you; no obligation to buy.
4. Should you finally decide to buy, pay one-tenth of the purchase price in cash, take possession, and arrange to pay the remainder in annual installments, with interest at 6 per cent. Continue your city work, if need be.

Of Huddled Dwellings

The Portion of Heedless Spenders.
How NOT to escape that:

1. Forget the Morrow. Drift along the easiest way, minding only the pleasures of the moment, aiming just to "get by."
2. Spend every cent you make. Take no heed of simple money-saving plans offered by banks and the government.
3. Buy "wild cat" stocks in enterprises at distant points from promoters you know nothing about. Just "take a chance."
4. Ignore opportunities to invest in good land that will provide for you and your family a home and a competence for future years.
5. Pay no attention to the increase in land values as the best farming lands are subdivided and peopled and brought to a state of intensive cultivation, harvesting diversified crops the year round. Let the other man profit by his foresight and industry.

This Land Sells Right at Home

72% OF ACREAGE SOLD TO DATE HAS BEEN BOUGHT BY FORMER TENANTS OR NEIGHBORING FARMERS.

They knew the worth of this river-built land, energized by nature down uncounted years; they know the men composing this company; they have watched every step of the major development of this 20,000-acre tract; they viewed the crops; they checked up the harvests. They were convinced that this land does indeed

CHALLENGE COMPARISON

Come to Clarksburg, and see for yourself what has been accomplished in five years. You won't be pressed to make a hasty decision—or even to buy at all. Investigate thoroughly, and convince yourself that this is an opportunity to invest a part of your savings and a part of your future earnings in the basis of wealth—the land itself. Let your own sound judgment be your guide. We shall be content. This has been the unbroken policy of this company.

HOLLAND LAND COMPANY

SOUND SECURITY

Sediment Soil—Deep, Virgin, Lasting
Diversity of Crops
Big Pay Crops
Sub-Irrigation or Surface
Low-Head Pumping
Graded Tree-Lined Roads
Water Transportation
Paved Road to City
30 Minutes to Capital
Resident Supervision
Experienced Counsel
Sensible Restrictions
High Farming Standards
Moderate Prices
Six Per Cent Interest
Easy Payments
Insured Land Titles
Community Spirit
Farm Bureau Center
Satisfied Settlers

CHOICE OF CROPS

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to Sell
Grapes
Garden Truck
Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

"Get Back to the Soil"—for health, for enjoyment, for profit.

– Organized Labor, too. Sept.

Interdependence of City and Country Development

By J. V. MENDENHALL

President Holland Land Company and California Delta Farms, Inc.

CALIFORNIA is on the verge of a movement that is bringing new zest, more power, added impetus to its onward march. It will succeed in fullest measure if it has, as a fundamental premise, the recognition of the need for upbuilding our back country. The call must be: "Bring more farmers to California." They will make every grain acre worth from $500 to $5000 per acre. They will capitalize our climate, soil and water—the intelligent utilization of which causes the spread between $15 or $50 cattle land, or $75 grain land and $300 alfalfa land, or $400 asparagus land, or $750 vineyard land, or $1000 fruit land, or $5000 citrus homesite land.

World advertising by our co-operative marketing associations of our oranges, nuts, prunes, raisins, beans and fresh and canned fruits and vegetables has worked wonders in bringing the needed class of farmers to California. Recognition of the value to California of mass production and marketing is yet little understood by the city man, but any comprehensive promotion movement should include these organizations and other farmer organizations as working units.

From Gold to Gardens

There was gold, then cattle, then wheat—now the transition to vegetables, alfalfa, dairying, hops, vineyards and orchards. There were 100,000-acre arid ranches; there will be a hundred thousand irrigated acre home farms.

We are passing from estates and renting to populous, small-ownership communities; from ranges and trails to applied hydro-electric energy, inviting union schools, concrete highways, farm bureaus, milk condensaries, ice packing plants, refrigerator cars and canneries. Every time one motors out a California road, or into a farm town, evidences of this momentous change are seen.

J. V. Mendenhall

The Farmer First

We are summoned to unite in a significant forward step. The Greater California advertising movement, the establishment of joint stock land banks, the farm credits of the Federal Farm Loan Bank, the extension of the Farm Bureau organization, the installation of county farm advisors, the work of the State Land Settlement Board, the location at Stockton of the Veterans' Agricultural School, the growth of the co-operative marketing associations, the activities of the California Development Association, the campaigns of numerous Chambers of Commerce, the improved farm product loan service of the Federal Reserve Bank, the great work of many large land corporations in subdividing large tracts into small farms, the rapid growth of the college of agriculture of the University of California, the inauguration of farm practice teaching in country high schools, the recent anti-alien laws—there are these and many other evidences that indicate unmistakably how generally the public has realized, and is realizing more and more, the importance and necessity of understanding and fostering proper development of agriculture. Real progress will come faster when the average city inhabitant knows even more fully how dependent his welfare is on the success of the farmers in the back country.

The farmer is called the backbone of the country. Wartime conditions emphasized the importance of being self-sustaining in the production of our foodstuffs. Patriotism as well as profit, then, should be the motive for assisting in the great work of placing California's hundreds of thousands of bare acres in a condition to produce high-value crops continuously, whether there be war, flood or drought.

Agriculture Basic

Agriculture produces most of the raw material, the original wealth, which is the basis of prosperity, including that of our city population. Mining, lumbering, fishing and the oil industry play relatively small parts in the aggregate production of our new wealth prosperity and lack the expansion possibilities of agriculture.

Lest the basic importance of agriculture be not fully grasped, just estimate for a moment the profits and earnings the urban population takes from the various kinds of farm land products as they are shipped, processed, stored, exported, wholesaled, retailed, financed and insured. The makers of containers, the telephone and telegraph companies, warehouse owners, packing corporations, city office buildings, brokers, commission men and dealers, exporters, bankers, and even physicians and attorneys—each takes a toll as our farm products are gradually distributed into the hands of the consumer. Stop the farmer production, and the tremendous investment in city office skyscrapers, ornate bank buildings, miles of residences—all would become worthless, and the city man's prosperity would vanish.

This being true, how can the progress of the State, the prosperity of the city dwellers, be most effectually accelerated? Can it be done by merely bringing people to California; by building up organizations to get more money out of the present farm owners; or shall it be accomplished by concentrating every effort on securing more intelligent modern farmers for our big back country and by developing our unexcelled combination of water, soil and climate to a point of maximum production of high-value crops in place of the lower-valued grains which now cover vast stretches of our Upper California area.

Crop Value Increases Fivefold

Clearly the latter alternative should be the uppermost purpose of advertising, promotion and development associations. We need more modern farmers who will bring to each acre additional capital investment. Not much more land is farmed today than was farmed ten years ago, but the crop value has increased fivefold, and the improvement value two and one-half times. This is a most significant statistical truth. It means that nuts, raisins, alfalfa and dairy products and fresh, canned and dried fruits and vegetables have replaced the cheaper grain and other farm outputs. It also means that the production of these high-value crops has required an additional capital investment on every acre of bare land of from $25 to $300 or $400.

The farmers throughout the United States are learning that rural population has increased in the last ten years faster in California than in any other State. Our crop values advanced at a rate greater than those of any State but one, and dropped least since the post-war deflation. In 1921 California's crop value per capita was $110 more than any other State's.

In 1909 we ranked sixteenth as an agricultural State; in twelve years we have leaped to second place. We do not depend upon any one crop. Our varied soil, water and climatic conditions make great diversity possible, and diversity means safety. This factor of safety will increase with more irrigated acres, with the heightened certainty of crops, and with population growth and greater local consumption. A California farmer, in his home garden, makes good use of this diversity factor in keeping down his grocery bill.

It follows that as crop value is increased, city prosperity will increase, each individual taking his greater toll. As the quantity of raw material increases, the manufacturers can derive maximum use of capital investment. Our natural water power advantage being a constant quantity, while Eastern coal and oil power will become more costly, his prosperity is further assured. Indirectly, the increase of population, both urban and rural, cumulatively increases local consumption and diversified demand for both raw and processed products.

Farmer Families and Capital

We have room for 100,000 farmer families to invest and capitalize their knowledge, initiative and business management in our climate, soil and water. We need more and better trained farmers who can apply scientific, mechanical and financial knowledge, who can manage the capital investment necessary to produce more and higher-valued crops.

State aid will help to a certain extent, but, to a greater degree, and directly and speedily, the city dweller with capital to invest can aid to bring about the condition we all anticipate. If each substantial city citizen would invest his surplus in a parcel of bare California farm land, contribute his business ability, his cultivated intelligence, his capacity to plan, and his progressive interest in better schools and roads, how much more quickly would our State progress. Incidentally, he will control occupancy, keep out the more ignorant foreigners, and help effectually in offsetting the Oriental invasion.

Many Eastern farmers come to California prepared to pay a premium for a farm place with every convenience, one brought to a high production basis, with the pioneering completed. But this class of farm homes is limited in Upper California. This is not, however, the condition in Southern California, which has boomed ahead because of the additional capital investment in the soil and the availability of many small improved home farm places. You can earn the premium if you will start now.

The city man's direct investment interest in the big back country is also needed to encourage county supervisors, boards of county school trustees, and other officials to preserve parking spaces, beautify school grounds, and shade our highways, to fill in weedy corners with shrubbery and greenery, to hide disagreeable spaces and soften sharp corners, and to cool the hot fields and protect the orchards and home yards with green windbreaks.

We need in every Greater California community an injection of the social refinements and advan-

(Continued on Page 6, Column 1)

City and Country Development

(Continued from Page 3)

tages of the city, a little of the personal interest of the advanced business and professional man, to offset the backwardness of the foreign element which now predominates in many localities of our big back country. We want farm cottages with city comforts to replace some of the unpainted, rough-board rent shacks, with their cheerless, treeless surroundings. We need the best minds and the capital, more American intelligence and initiative in our California farming neighborhoods. Assuredly, the back country man needs the city man's help to make the best of our California hinterland as much as the city man needs the farmer's products for his own prosperity.

Transforming the Lands

This higher stage of development is often held back because land purchasers under contracts are just about able to meet payments, taxes and interest, and are not in a position to finance the planting of alfalfa, an asparagus field, a vineyard, or an orchard, much less to beautify their surroundings or add ordinary city comforts to their homes.

Indeed, it requires capital and personal management to bring about the more intensive improvement of our bare acres. These bare acres need small farm homes, with garages, graveled driveways and stout fences, with surface irrigation ditches, miscellaneous outhouses, home orchards, shade trees and ornamental shrubbery; they need power and telephone line extensions, flower gardens and hedges. This kind of environment, which the urban man of means can help to build, will develop the type of strong, healthy, substantial citizen we want in rural California.

A New Point of View

And if our city dwellers will turn their minds and a part of their money to the development of our farming country, they will be benefited many ways, directly and indirectly. Profit only need not be the urge. As a consumer, the city man will place himself in close touch with the producer. He will gain, at first hand, a knowledge of that ever-present and much debated question, "What happens between the producer and the consumer?" He will learn the details of the great problem of marketing our specialized western products. He will establish a bond of sympathy with the men of the back country—the farmers—who place all their working capital in the annual farming venture. He will learn the risks of weather changes, soil variations and price fluctuations, of seed germination and of recurring and of new kinds of pests; yes, he will learn the real meaning, and become impressed with the importance of this business of producing, of creating that annual volume of wealth, which, as it passes on to the world's markets, is made to grow in value and to return a long chain of profits, shared either directly or indirectly, by every city dweller.

Moreover, the man of the city will find a new enjoyment in the pride of ownership, the pleasure of creation, the relaxation of a diversified interest; he will acquire a new kind of health which is not promoted by the shadows of city skyscrapers, the vitiated air and dim lights of small rooms and the traffic din and gasoline fumes of city streets.

Perhaps he may be preparing a haven of country beauty for his old age. Perhaps a young son who has not yet chosen his future activity may suddenly say: "Father, I want to be a farmer." Let father buy his California farm acreage now, and, should that boy so decide, the way will have been prepared.

In Europe, as is commonly known, the substantial city man has his country estate; not a small summer home, but an acreage farm, where he can spend his week-ends and summer vacations, where he can entertain his friends in refreshingly peaceful surroundings, where he can store up nerve energy for his week of the complex activities and the more rapid business pace of the city.

The First Requisite

Inescapably, if we are to succeed in this Greater California advertising movement, we must not overlook this basic need—the land appeal. We can succeed, but we must not succeed by appealing for a population, at once, of laborers and rich men, the extremes in the scale of wealth distribution. We want intelligent farmers to produce the basis of wealth—the other elements of a population will follow per se. And we must have that additional capital investment on every bare acre.

We can make the Greater California advertising movement a success. We have not lost the "Spirit of the West" that blazed trails, bridged the continent with steel rails and swung long distance power lines, initiated co-operative marketing and rebuilt San Francisco. Dauntless, that spirit abides, potent to perform more wonder feats.

Visible land improvement in every community, the present record-breaking building activities, the renewed interest in the purchase of small farm acreages defy the pessimist who will not see the beginning of California's greatest period of advancement.

As back-country product volume and value are swelled by farmer and capital development and full utilization of our unsurpassed assets in climate, soil, water and power, then will our matchless San Francisco port, Pacific gateway to three-fifths of the globe's population, strategic center of trade routes, with its two score modern piers and fifteen miles of berthing space, achieve its destined place in world commerce. Then, indeed, to the most unperceiving man of the city will the pre-eminent importance of back country development become manifest. Then will urban as well as rural dwellers enjoy the greatest possible measure of prosperity.

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Holland Land Company

Clarksburg, California

Offices also in San Francisco, 351 California St.,
Sacramento, Capital National Bank Building.

- Sacramento Valley and Northern California -

COUNTY SUPERVISORS IMPROVING HIGHWAYS

Clarksburg, Sept. 23.—Reflecting the development of the river section of Yolo County as large tracts are subdivided and peopled, road graveling is being carried forward steadily by the County Supervisors through the district centering here. It has meant greater accessibility to Dixon and points west and put the district in more direct touch with the State Capital.

Farmers in this down-river section are rejoicing with Sacramento interests in the announcement of the officials of the Victory Highway Association of the selection of the river road as the route from Sacramento to San Francisco—the last lap of the transcontinental highway that passes through Topeka, Denver, Salt Lake City and across Nevada, entering California through the Truckee Canyon. It is the scenic short route between the metropolis and the capital, and has the additional advantage, in summer time, of being substantially cooler than any inland route.

Down the east bank of the Sacramento, with the garden lands and orchards presenting a cross-section of highly advanced agricultural development, the route crosses the San Joaquin River above Antioch at a point where

VALLEY SUGAR BEET HARVEST IS PROGRESSING

Clarksburg, Yolo County, Sept. 29.—Eighteen tons to the acre of sugar beets has been reported by one grower here who has finished harvesting. Experts estimate that some growers' crops will go as high as twenty tons. Beets have done exceedingly well this season both in tonnage and in sugar content. Under the co-operative basis on which the contracts with the sugar factory were made the grower this year is assured of at least $8 a ton, and many may realize $9 to $10, because the grower is finally paid on the average net price realized by the sugar factory for the season.

S.F. Bulletin 1922-11-18

Big Returns for Sugar Beets, Report

CLARKSBURG, Nov. 18.—Higher than advance estimates, sugar beet returns in this district have been better than ten dollars a ton. As a gauge on yields, the Holland Company has obtained from the sugar company growers figures indicating good tonnage and high sugar content. A ninety-acre field, for example, yielded fourteen tons of 21 per cent beets. Another field of fifty-seven acres went twenty-seven tons to the acre, with a sugar percentage of eighteen. Peculiarly attractive conditions hereabouts have made for rapid, continuous growth, the result of warm days followed by cool late afternoons and nights during the growing season, on well-drained but moisture-holding soil, with sub-irrigation.

The man farming himself has netted an average of $100 an acre; the lessor from $35 to $80 an acre rental.

BEET RETURNS INCREASE

SF Journal

CLARKSBURG, Nov. 17.—Higher than advance estimates, sugar beet returns in this district have been better than $10 a ton. As a gauge of yields, the Holland Company has obtained from the sugar company growers' figures indicating good tonnage and high sugar content. A ninety-acre field, for example, yielded fourteen tons of 21 per cent beets; another field of fifty-seven acres went twenty-seven tons to the acre, with a sugar percentage of 18. 1922-11-18

Holland Tract Sugar Beets at High Price

CLARKSBURG, Nov. 18.—Returns better than $10 a ton on sugar beets have been reported by growers on the Holland land tract west of this Sacramento River shipping point. This figure is higher than estimates made at the beginning of the harvet.

These moisture-holding, but well drained sedimentary soils, sub-irrigated, and warm days and cool late afternoons and nights, have made conditions peculiarly attractive for sugar beet culture. S.F. Call 11-18

Beet Sugar Returns Good

1922-11-18
Com'l News

CLARKSBURG, Nov. 17.—Returns better than $10 a ton on sugar beets have been reported by growers on the Holland Land tract west of this Sacramento river shipping point. This figure is higher than estimates made at the beginning of the harvest. As indicative of the yield and sugar content of the crop, one grower reported 27 tons to the acre of 18 per cent beets from a 57-acre field; another on 90 acres a sugar content of 21 per cent for a 14-ton to the acre crop. Twenty per cent or more sugar was not uncommon. These moisture-holding, but well drained sedimentary soils, sub-irrigated, and warm days and cool late afternoons and night, have made conditions peculiarly attractive for sugar beet culture. Page 1

TEN DOLLARS A TON FROM SUGAR BEETS

Oakland Tribune

Yield on the Holland Land Tract is High in the Saccharine Content

1922 — 12-3

CLARKSBURG, Dec. 2.—Higher than advance estimates, sugar beet returns in this district have been better than $10 a ton. As a gauge on yield the Holland Company has obtained from the sugar company growers' figures indicating good tonnage and high sugar content. A 90-acre field, for example, yielded 14 tons of 21 per cent beets; another field of 57 acres went 27 tons to the acre, with a sugar percentage of 18. Peculiarly attractive conditions hereabout have made for rapid continuous growth—the result of warm days followed by cool late afternoons and nights during the growing season—on well drained but moisture-holding soil, with sub-irrigation.

The man farming himself has netted an average of $100 an acre; the lessor from $35 to $80 an acre rental.

The Delta is in position to produce vast quantities of beets. But large acreages are hard to handle. When the Delta is cut up into small holdings, as it will be some day, then individual care of small tracts will solve the problem. That is the condition in the Holland Land Company, where thousands of acres have been subdivided.

-27 Tons Sugar Beets to Acre on Holland Land Co.-

BYRON-

Times

BYRON, CONTRA COSTA C

27 TONS OF SUGAR BEETS

1922 — 11-24

Per Acre, and $10 Ton, Holland Land Company.

SUGAR beet growing in the Delta sections has received a big boost from the wonderful results being obtained in the Holland Land Company's territory, in the Sacramento River district.

Returns better than $10 a ton, and as high as 27 tons to the acre, demonstrate the possibilities. This 27-ton yield was from a 57-acre field, and the sugar content was 18 per cent.

Another grower on 90 acres secured a 14-ton crop, with 21 per cent sugar content. Twenty per cent was not uncommon.

These moisture-holding but well drained sedimentary soils, sub-irrigated, and warm days and cool late afternoons and nights have made conditions peculiarly

(Continued on Page Six.)

What has been accomplished in the Holland Land Company district, in the Yolo County Delta, can be duplicated in other sections of the Sacramento-San Joaquin-Solano-Contra Costa deltas.

They grow beets scientifically in attractive for sugar beet culture. the Holland section; they irrigate and they cultivate along the same lines, taking no chances, and the results speak for themselves.

Beets in the Knightsen district, on the Hotchkiss properties, Contra Costa County, yielded great returns, and other sections showed fine results, but for some reason they were not continued.

The beet-sugar companies are encouraging in every way the growing of this product, and it would seem to be the part of wisdom to further investigate the matter.

Insect pests seem to have been a difficulty in some sections, and in others the sugar content was not high. It is believed these things are being overcome in large measure.

NSE EAST BAY TRACT

Sugar Beets Net Growers $10 a Ton

CLARKSBURG, Nov. 17.—Returns better than $10 a ton on sugar beets have been reported by growers on the Holland Land Tract west of this Sacramento River shipping point. This figure is higher than estimates made at the beginning of the harvest.

As indicative of the yield and sugar content of the crop one grower reported twenty-seven tons to the acre of 18 per cent beets from a fifty-seven acre field; another, on ninety acres, a sugar content of 21 per cent for a fourteen tons to the acre crop. Twenty per cent or more sugar was not uncommon.

These moisture holding but well drained sedimentary soils, sub-irrigated, and warm days and cool late afternoons and nights, have made conditions peculiarly attractive for sugar beet culture.

S.F. Chronicle

Sugar Beet Returns Average $10 Per Ton

CLARKSBURG, Nov. 17.—Higher than advance estimates, sugar beet returns in this district have been better than $10 a ton. As a gauge on yields, the Holland Company has obtained from the sugar company growers' figures indicating good tonnage and high sugar content. A ninety-acre field, for example, yielded fourteen tons of 21 per cent beets; another field of fifty-seven acres went twenty-seven tons to the acre, with a sugar percentage of 18. 1922-11-18

Labor Day-1922

Out of 100 Self-Supporting Men at the age of 25 Forty years later, 47 have died, 3 have won independence—40 are still working—10 are wholly or mainly dependent on charity

PROVIDE IN THE "TWENTIES" AND "THIRTIES"—FOR THE "FIFTIES" AND "SIXTIES"

"Green Pastures" or Bleak Walls

On a Farm Home

For Prudent Men Who Look Ahead.

One way to earn it:

1. Study the opportunities and advantages of earning a livelihood in the great outdoors as compared with what the city offers.
2. Write, call on, or telephone the Holland Land Company, 351 California St., San Francisco (Sutter 2303), or Capital National Bank Bldg., Sacramento (*Main 183*), for information about its highly productive sediment land at Clarksburg, fifteen miles down river from Sacramento as an investment-opportunity for the city man who seeks a freehold in the great outdoors.
3. See the land for yourself as our guest. No expense to you; no obligation to buy.
4. Should you finally decide to buy, pay one-tenth of the purchase price in cash, take possession, and arrange to pay the remainder in annual installments, with interest at 6 per cent. Continue your city work, if need be.

Of Huddled Dwellings

The Portion of Heedless Spenders.

How NOT to escape that:

1. Forget the Morrow. Drift along the easiest way, minding only the pleasures of the moment, aiming just to "get by."
2. Spend every cent you make. Take no heed of simple money-saving plans offered by banks and the government.
3. Buy "wild cat" stocks in enterprises at distant points from promoters you know nothing about. Just "take a chance."
4. Ignore opportunities to invest in good land that will provide for you and your family a home and a competence for future years.
5. Pay no attention to the increase in land values as the best farming lands are subdivided and peopled and brought to a state of intensive cultivation, harvesting diversified crops the year round. Let the other man profit by his foresight and industry.

This Land Sells Right at Home

72% of the Acreage Sold to Date Has Been Bought by Former Tenants or Neighboring Farmers.

They knew the worth of this river-built land, energized by nature down uncounted years; they know the men composing this company; they have watched every step of the major development of this 20,000-acre tract; they viewed the crops; they checked up the harvests. They were convinced that this land does indeed

CHALLENGE COMPARISON

Come to Clarksburg, and see for yourself what has been accomplished in five years. You won't be pressed to make a hasty decision—or even to buy at all. Investigate thoroughly and convince yourself that this is an opportunity to invest a part of your savings and a part of your future earnings in the basis of wealth—the land itself. Let your own sound judgment be your guide. We shall be content. This has been the unbroken policy of this company.

HOLLAND LAND COMPANY

SOUND SECURITY

Sediment Soil—Deep, Virgin, Lasting
Diversity of Crops
Big-Pay Crops
Sub-irrigation or Surface
Low-Head Pumping
Graded Tree-Lined Roads Aplenty
Water Transportation
Paved Road to City
30 Minutes to Capital
Resident Supervision
Experienced Counsel
Sensible Restrictions
High Farming Standards
Moderate Prices
Six Per Cent Interest
Easy Payments
Insured Land Titles
Community Spirit
Farm Bureau Center
Satisfied Settlers

Match It!

CHOICE OF CROPS

Pears
Potatoes
Peaches
Alfalfa
Asparagus
Cherries
Seed to Sell
Grapes
Garden Truck
Hops
Prunes
Celery
Onions
Grain
Peas
Plums
Beans
Spinach
Corn
Sugar Beets

Diversity!

"Get Back to the Soil"—for health, for enjoyment, for profit

Morse Seed Co. Develops Land

D.C.N. 12-16

CLARKSBURG, Dec. 15.—Three hundred additional acres of commercial seed crops, 200 acres of asparagus, and a Bartlett pear orchard increased from 22 to 50 acres will be the immediate results of the intensive development now begun of the properties of C. C. Morse & Co., San Francisco seed house, in the Holland Land tract west of here. Construction of a comprehensive irrigation system to cover the 1243 acres in the Morse holdings is now under way. The improvements, in all, will involve an investment approaching $50,000.

A 10-inch or two 8-inch pumps are to be installed on Sutter slough, a navigable arm of the Sacramento river, and smaller pumps will be placed to tap channels at the north end of the tract.

Domestic water supply for three sets of farm buildings is provided for through a new well 219 feet deep, from which a plentiful supply of water analyzed as low in hardness has been secured. This system will handle 3000 gallons an hour. Two other groups of farm buildings, provided for in the development plans, will be independently served from wells 275 and 253 feet deep, respectively.

The acreage not otherwise provided for will be set out to beans and onions next season.

Local Seed House Will Develop Big Holland Tract

SF Bull 12-16-22

CLARKSBURG, Dec. 16.—Intensive development of a tract of 1245 acres in the Holland land district has been begun by C. C. Morse & Co., San Francisco seed house, the main feature of which will be a comprehensive irrigation system. The improvements projected, in the aggregate, will involve an investment approaching $50,000. The main source of supply for irrigating the tract will be Sutter slough, a navigable arm of the Sacramento river, whether a 10-inch or two 8-inch pumps will be installed. Water will also be pumped from channels at the north end of the tract.

Coincidently a water supply system for three sets of farm buildings is being installed. A well 219 feet deep has produced a plentiful supply of water analyzed as low in hardness—rather unusual in the river districts—and provision is being made for handling 3000 gallons an hour. Two other groups of farm buildings will be independently served from wells 275 and 255 feet deep, respectively.

Three hundred acres will be set out to seed crops next spring; 200 acres will be planted to asparagus, and the Bartlett pear orchard will be increased from 22 to 50 acres. The rest of the tract will be put in beans and onions.

1922 12-16 SF. Bulletin

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Holland Acreage To Be Developed

S.F. Chronicle

Irrigation System to Be Installed

1922-12-16

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S.F. Journal 1922 12-16

REAL ESTATE

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DAVIS ENTERPRISE, DAVIS, YOLO COUNTY, CALIFORNIA, FRIDAY, DEC. 8, 1922

Deeds Disclose Big Deals In East Yolo

Deeds in County Recorder Lee R. Pierce's office Saturday disclose that sales of 450 acres of high value crop land, involving $160,000 or more than $350 an acre average, were made in Novemmber in the Holland Land district.

The company has announced the names of the buyers:

L. J. and Lucinda M. Blake, San Francisco; J. C. Marshall, Woodland; N. U. Lawlor, Clarksburg; John Valine, Clarksburg; J. W. and Mary J. Hollenbeck, San Francisco; J. E. Curtis and J. M. Rood, Oakland; R. Mervin, Clarksburg, and Mrs. E. Benedict, Sacramento.

DEC. 8, 1922

California truly spells opportunity

to the man who would win a competence in the great outdoors and provide for himself and his family a farm home estate under conditions that insure health and happiness. But to those who are still hundreds and thousands of miles away---and to some who have just arrived---it is well to point out some "don'ts" for guidance:

1. Don't buy land until you have seen it yourself.
2. Don't expect to make a satisfactory exchange or "trade" by correspondence.
3. Don't buy the first piece of land you see, no matter how inviting it appears. Look around a bit. If you do come back to the first piece you'll be thoroughly convinced that your judgment was right.
4. Don't expect your experience elsewhere to qualify you completely to step on a piece of California land and make an instant success without some study of local conditions and methods. Get posted—it pays.
5. Don't fail to take into consideration that there may be other charges against the land in addition to State and county taxes.
6. Don't forget that it is not the original price, but the net crop returns, that determines farm land worth. Face the facts.

All this, broadly speaking, is not foreign to the main objective. Our business is to sell land—true enough. And we have been successful selling land—17,000 acres of it during the last three years.

Success has come, we know, not only because we had good soil, well located, reasonably priced, but beyond that, because we too faced the facts—realized the force of the points listed herein and governed our sales policies accordingly.

This company is glad to write in detail to you who are prospective settlers before you reach California. It will pay your expenses to and from the property from reasonably nearby points for complete inspection. (This, too, has been our established policy.)

HOLLAND LAND COMPANY

On the Property
Clarksburg
California

Executive Offices
351 California St.
San Francisco

Branch Office
Capital Nat'l Bank Bldg.
Sacramento, California

BEAN YIELD IS HEAVY ON THE HOLLAND LANDS

Oakland —— Tribune

Average of Nineteen Sacks Maintained Throughout Entire Tract.

1922 —— 12-10

CLARKSBURG, Dec. 9.—Far in advance of the prospects earlier in the season bean yields in this district averaged over nineteen sacks to the acre, as shown by an actual survey made by the Holland Land company covering more than 1700 acres—possibly half the bean acreage in this immediate section. One group of fifteen fields, totalling about 800 acres, run twenty sacks to the acre, on the average, a field of 115 acres producing 3380 sacks of pink beans— twenty-nine sacks to the acre.

In another group of the same number of fields 18,279 sacks were harvested on some 960 acres, or an average of eighteen and one-half sacks to the acre. Twenty-nine sacks to the acre for another lot of pinks on eighty acres was the highest unit yield in this lot. While pinks predominated, Red Mexican, Bayo, Cranberry and large whites were included in the varieties harvested.

Bean Yield Large Around Clarksburg

1922 11-25

Examiner

CLARKSBURG, Nov. 25.—After an actual survey of more than 1,700 acres in this immediate district the Holland Land Company has reported bean yields averaging more than 19 sacks to the acre. The survey represented possibly half the acreage of beans in the Clarksburg district. Fifteen fields, aggregating about 800 acres, ran 20 sacks to the acre, one field of 115 acres producing 29 sacks to the acre.

Better than 18 sacks to the acre was averaged in another group of 15 fields, the high yield being 29 sacks of pinks to the acre on a field of 80 acres. The acreage in this group was about 950.

Ten of the fields went 25 sacks or more an acre. Pinks were the predominant variety, but the acreage included also red Mexican, Bayo, cranberry and large whites.

CLARKSBURG BEAN CROP HELD HEAVY

Late Survey Promises Yield Beyond Expectations of District Ranchers

S.F. Journal 1922-11-25

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Bean Yields on Holland Land Co. Average High

~~Byron Times~~ 1922-12-1

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Byron Time
12/1/22

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Bean Yield Is Excellent

1922-11-25

Com'l News

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Agricultural Topics Discussed.

Pacific Rural Press
12-9-22

HEAVY CROP OF BEETS AND BEANS.

A heavy tonnage of sugar has been grown in the Clarksburg district of Sacramento county this season where the sugar percentage has ranged above eighteen per cent in a heavy tonnage per acre of sugar beets. One 90-acre tract produced fourteen tons per acre testing 21 per cent. Another tract of 57 acres produced 27 tons per acre testing 18 per cent. Bean yields have averaged over 19 sacks per acre this year as indicated by a survey of about 1700 acres by the Holland Land Co. comprising about half of the beans grown in that district. Twenty-nine sacks per acre were taken from one field of 115 acres. Fifteen fields totaling 800 acres averaged twenty sacks. Another fifteen fields, totaling 960 acres, averaged 18.5 sacks per acre . An 80 acre field of pinks averaged 29 sacks. Most of these beans were pinks but some were Red Mexican, Bayos, Cranberries, and Large Whites.

IMPROVEMENTS AT HOLLAND LAND CO.

Woodland Mail
12/9/22

CLARKSBURG, Dec. 8.—Tangible evidence of the peopling of the district, farm residences and outbuildings or other improvements are under construction on a dozen parcels of land in the Holland Land Company tract centering here. The estimated value of these improvements is $18,000, and a project of development involving several times that amount, on which preliminary surveys have been made, is soon to be announced. Two blacksmith shops are being constructed in addition to houses and barns of newcomers, all reflecting the reecnt activity of land sales.

S.F. Examiner R

0,748,560

1922-12-9

Clarksburg Citizens Do Much Building

CLARKSBURG, Dec. 8.—Farm residences, outbuildings and other improvements are under construction on a dozen parcels of land in the Holland Land Company tract centering here. The estimated value of these improvemnts is $18,000, and a project of development involving several times that amount, on which preliminary surveys have been made, is soon to be announced. Two blacksmith shops are being constructed in addition to houses and barns of newcomers, all reflecting the recent activity of land sales.

Bulletin

Building Activity On Holland Land

12/9/22

CLARKSBURG, Dec. 9.—Construction work is under way on farm dwellings and out buildings on a dozen parcels of land in the Holland Land Company subdivision centering here. According to a check-up just made the value of these new improvements aggregates $18,000, exclusive of a new project involving several times that amount which is to be announced shortly.

In addition to houses and barns, two blacksmith shops are being erected. These building operations are the aftermath of stimulated sales activities of recent weeks.

On Holland Land Co.

CLARKSBURG (Yolo county), Dec. 8.—Construction work is under way on farm dwellings and outbuildings on a dozen parcels of land in the Holland Land Company subdivision centering here. According to a check-up just made the value of these new improvements aggregates $18,000, exclusive of a new project involving several times that amount which is to be announced shortly. In addition to houses and barns, two blacksmith shops are being erected. These building operations are the aftermath of stimulated sales activities of recent weeks. 1922 12-15

Byron Times Page 1

Improving Holland Land District

Com'l News

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CLARKSBURG DEVELOPING

SF Journal 1922-12-9

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SF Bulletin
1922 12-9

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1922 12-9

Many New Buildings Go Up at Clarksburg

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Progress

in the Clarksburg Community of Farm Homes during 1922

$50,000 appropriated and 15 miles of power line built by the Great Western Power Co. to extend electric power for agricultural purposes.

Planting of black walnut shade trees along the roads continued.

Seven new pear orchards set out in the district.

Two miles of telephone line constructed to serve recently established families.

Paved highway opened to connect Sacramento River towns between the Capital City and Rio Vista.

Crop acreages for the year: beans, 8850; alfalfa, 2030; asparagus, 650; new orchard, 350; onions, 350; sugar beets, 425; potatoes, 1340; besides several thousand acres in grain.

Several hundred residents of San Francisco Bay district and Sacramento inspected the Clarksburg district and held a "Down River" picnic as Company's guests.

Sales totaling 698.7 acres, valued at $238,843.74, consummated from January 1 to November 6, 1922.

$75,000 bond issue for a new union school building voted by more than six to one majority.

River route from Sacramento to San Francisco selected for transcontinental Victory Highway.

16 loans to purchasers aggregating $439,221.05 negotiated through various banks, evidencing stability and credit of the community.

17 miles of irrigation ditches built.

Installation of eight pumping plants for irrigation and intensive cultivation under way.

20 new homes built and 35 other farm buildings constructed.

This tabloid of progress emphasizes that all the factors pointing to success exist at Clarksburg.

Write us freely about your plans in the assurance that you will not be urged to buy "unsight, unseen."

To date 16,433 acres have been sold to—or rather, have been bought by—people who made up their minds to do so after thorough inspection of the district and upon their own mature judgment that Clarksburg affords the opportunities they sought.

HOLLAND LAND COMPANY

On the Property
Clarksburg
California

Executive Offices
351 California St.
San Francisco

Branch Office
Capital Nat'l Bank Bldg.
Sacramento, California

- Sacramento Valley and Northern California -

Pacific Rural Press, December 9, 1922

HORTICULTURAL JOTTINGS.

A group of farmers on the Holland tract in Sacramento county are producing about three quarters of a million apple, peach, almond, and myrobalan seedlings this season for nursery stock.

AGRICULTURAL NOTES.

A yield of 30¾ sacks of beans per acre on 400 acres is reported by Herringer Bros. of the Clarksburg district. They were pinks, Bayos, Cranberries ,and Large Whites. Small holdings in this territory up to 50 acres report crops averaging up to 35 sacks per acre according to. Gus Olson, Resident Manager of the Holland Land Co.

PUMPING PLANTS TO IRRIGATE 1000 ACRES

Clarksburg, Oct. 28.—One thousand additional acres will be made ready for intensive cultivation of high-value crops in the Holland Land Company district centering here by next spring, preliminary work having been already started on eight pumping plants. This land is higher than the twenty-thousand-acre area, which is subirrigated for the most part. The pumps vary from eight inches to twelve inches in size, all being located within a half mile of one another on Elk Slough, a navigable arm of the Sacramento River. Land owners of the area effected variously plan to set out orchards, alfalfa fields, or sugar beets, besides developing farm home gardens.

Organization Will Aid Colonization

By J. V. MENDENHALL

I HAVEN'T anything particular to suggest; I really came here to learn. The most important thing, however, at the present time, it seems to me, is this: We are here together, we can listen to each other and compare ideas, and see if there is a common ground that we can agree upon, which will make the work of colonization from the large land owner's standpoint, more effective and, if anything, in direct co-operation with the State colonization projects and with the efforts of the State Real Estate Commission.

The second thought that I have had right along was that we ought to get together on some combined form of up-to-date advertising of the State. We all spend money. For instance, I have correspondence files in which are probably a hundred letters from some easterners, and almost all the subject matter there is generalities about the climate and soil and transportation, and the advantages of California, and so on. It appears to me that this could all be done by some common instrumentality, it isn't necessary for all of us to spend much money for that purpose. Possibly it could be done under State supervision. Frankly, I don't know just how to go at it. That ought to come out today in discussions. We all know there is a big movement on, there has been for a couple of years. It starts and dies out, and starts again, for the purpose of advertising the State.

City and Country Interdependent

Now, I have been pretty strong in putting out propaganda to this effect: That the cities won't amount to anything without the right development of the back country. It is useless for me to repeat to you the advantages of having a contented farm community, or the national strength that is acquired through the countryman as compared with the city dweller. We all know that it is written about and talked about, that it is a wonderful thing to have a State where you have the beautiful, contented, convenient country communities. That is a common purpose, I am sure, of all of us, and in that connection we are called upon at all times to subscribe by our chambers of commerce, by our leading publications, "If you are not going to get any direct benefit just take a page anyhow, for the general good

(Continued on Page 20, Col. 4.)

J. V. Mendenhall

(Continued from Page 5, Col. 4.)

of California, and support this journal." And also we have the California Development Association with all of its good efforts. Now, here is this San Francisco movement for $400,000 to advertise. So far as I know, there is no big farmer on that committee, no big land owner, no big developing corporations. **It seems to me if we had a common executive committee here, of some sort, to whom we could pass on some of these advertising efforts, we would get the greatest result.** In other words, the efforts of the land owners and every one would not then be scattered and lost in the shuffle. I think it is a very commendable thing that Mr. Keiser has done in getting this group of men together. The various subjects mentioned in the letter, it occurred to me, would take quite a few days to discuss, but by organizing at least on some loose basis, and by the appointment of committees covering different subject matters, and special reports, and a secretary, and so on, it seems to me that this ought to be the beginning of a very good and effective movement in California for the development particularly of the back country.

Clarksburg, Dec. 29.—Ten land owners of the Holland Land District have let contracts to B. B. Green of this point for setting out orchards that will aggregate from 350 to 400 acres, the various types totaling up the following units: Pears, 7,000 trees; peaches, 2,000 trees; plums, 1,000 trees; figs, 840 trees; walnuts, 260 trees. The pre-eminence of this section as the producer of the earliest pears has stimulated orchard development materially.

Realize the Dream *of* Your California Farm Home *at* Clarksburg

—where you can win a competence in the great outdoors on river sediment lands, fifteen miles from Sacramento, which produce sure and permanent big-pay crops.

This Company accepts no deposits from prospective purchasers until they have had opportunity to see the land and the district. It wants them to get all the facts first.

17,000 Acres Sold to Date

Write for Detailed Information

HOLLAND LAND COMPANY

351 CALIFORNIA STREET
SAN FRANCISCO

Pacific Atlantic Travelers Gazette
January, 1923

~~River News~~ Rio Vista

Irrigation System On Holland Tract

1922
12-16

Three hundred more acres of commercial seed crops, 200 acres of asparagus and a Bartlett pear orchard increased from 22 to 50 acres will be the immediate results of the intensive development now begun on the properties of C. C. Morse & Co., San Francisco seed house, in the Holland Land Tract west of Clarksburg. Construction of a comprehensive irrigation system to cover the 1243 acres in the Morse holdings is now under way. The improvements in all will involve an inestment approaching $50,000.

A 10-inch or two 8-inch pumps are to be installed on Sutter slough, a navigable arm of the Sacramento river, and smaller pumps will be placed to tap channels at the north end of the tract.

Domestic water supply for three sets of farm buildings is provided for through a new well 219 feet deep, from which a plentiful supply of water analyzed as low in hardness has been secured. This system will handle 3000 gallons an hour. Two other groups of farm buildings, provided for in the development plans,. will be served independently from wells 275 and 53 feet deep, respectively.

The acreage not otherwise provided for will be set out to beans and onions next season.

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400 Holland Acres Set to Orchard

SF Call
1922
12-30

CLARKSBURG, Dec. 30.—Ten land owners of the Holland land district have let contracts to B. B. Green of this point for setting out orchards that will aggregate 400 acres, the various types totaling up the following units: Pears, 7000 trees; peaches, 2000 trees; plums, 1000 trees; figs, 840 trees; walnuts, 260 trees. The pre-eminence of this section as the producer of the earliest pears has stimulated orchard development materially.

Pacific Rural Press, December 9,

HORTICULTURAL JOTTINGS.

A group of farmers on the Holland tract in Sacramento county are producing about three quarters of a million apple, peach, almond, and myrobalan seedlings this season for nursery stock.

1922

AGRICULTURAL NOTES.

A yield of 30¾ sacks of beans per acre on 400 acres is reported by Herringer Bros. of the Clarksburg district. They were pinks, Bayos, Cranberries ,and Large Whites. Small holdings in this territory up to 50 acres report crops averaging up to 35 sacks per acre according to. Gus Olson, Resident Manager of the Holland Land Co.

Holland Tract Scene Of Seed Activity

S.F. Call
1922-12-23

CLARKSBURG, Dec. 16.—Three hundred additional acres of commercial seed crops, 200 acres of asparagus and a Bartlett pear orchard increased from twenty-two to fifty acres will be the immediate results of the intensive development now begun of the properties of C. C. Morse & Co., San Francicco seed house, in the Holland land tract west of here. Construction of a comprehensive irrigation system to cover the 1243 acres in the Morse holdings is now under way. The improvements in all will involve an investment approaching $50,000.

WILL PLANT MANY TREES

1922 12-30

Holland Land Co. Reports Big Contract Let

CLARKSBURG, Dec. 29. — Ten landowners of the Holland land district have let contracts to B. B. Green of this point for setting out orchards that will aggregate from 350 to 400 acres, the various types totalling: Pears, 7000 trees; peaches, 2000 trees; plums, 1000 trees; figs, 840 trees; walnuts, 260 trees. The preeminence of this section as the producer of the earliest pears has stimulated orchard development materially.

S.F. Journal

The Proof of the Pudding

"Nothing succeeds like success," said a wise and thoughtful man, and everywhere we turn, the force of that maxim is driven home to us. In the field of large-scale land development, the Holland Land Company tract is an outstanding success. Reasons there are enough, but after all, it is the results that count. Here is the evidence—in one direction:

They came, they saw, they were convinced—and they bought.

That's the best test.

Come to Clarksburg

Are you looking for land—big-pay crop land, where the factors for success are present? Then come to Clarksburg, 15 miles down river from Sacramento, and let us take you, as our guest, for a tour of inspection of the district that stood up as sound in meeting the exacting tests of the farmers and investors listed. Put a card in the mail now; full details will be forthcoming. And you won't be importuned to buy.

Sound Security

LAND SOLD IN 1922

Name	Address	Acreage
L. J. and L. M. Blake	San Francisco	71
Mrs. Grace Benedix	Sacramento	20
J. E. Curtis and J. M. Rood	Oakland	20
T. Davis	Clarksburg	40
R. S. Harcourt	Clarksburg	14
J. W. and Mary J. Hollenbeck	San Francisco	61
N. U. Lawlor	Clarksburg	50
De Loss W. Lee	Berkeley	25
J. C. Marshall	Woodland	79
R. Merwin	Clarksburg	70
N. H. and M. G. Morton	Palo Alto	40
G. G. Pollock	Sacramento	287
J. L. Ricketts	Clarksburg	54
J. F. Silva and M. J. Morrow	Clarksburg	60
John Valine	Clarksburg	40
R. E. Webber	Clarksburg	50
Geo. R. Wilson	San Francisco	15

HOLLAND LAND COMPANY

On the Property
CLARKSBURG
California

Executive Offices
351 CALIFORNIA ST.
San Francisco

Branch Office
CAPITAL NAT'L BANK BLDG.
Sacramento, California

---

400 ACRES NEW TREES IN YOLO

Woodland Democrat

Ten landowners in the Holland Land district have let contracts to B. B. Green of Clarksburg for setting out orchards that will aggregate from 350 to 400 acres, the various types totalling up the following units: Pears, 7000 trees; peaches, 2000 trees; plums, 1000 trees; figs, 840 trees; walnuts, 260 trees. The preeminence of this section as the producer of the earliest pears has stimulated orchard development materially.

1922·12·29

Holland Land Tract Will Be Dotted With Orchards

1922 12 30

S.F. Bulletin

CLARKSBURG, Dec. 30.—More than 11,000 trees have been contracted for through B. B. Green, of this point, by some ten land owners in the Holland land tract west of here. The orchards to be set out will aggregate 350 or 400 acres.

The varieties of fruit include, by trees, the following: Pears, 7000; peaches, 2000; plums, 1000; figs, 840; walnuts, 260. The adaptability of this section for a diversity of fruits has been established, notably a reputation for shipping the first pears of the season each year.

Setting Out Many Fruit Trees

DCN

12-30-22

CLARKSBURG, Dec. 29. — More than 11,000 trees have been contracted for through B. B. Green of this point, by some ten landowners in the Holland Land tract, west of here. The orchards to be set out will aggregate 350 or 400 acres. The varieties of fruit include, by trees the following: Pears, 7000; peaches, 2000; plums, 1000; figs, 840; walnuts, 260. The adaptability of this section for a diversity of fruits has been established, notably a reputation for shipping the first pears of the season each year.

Clarksburg Farmers Plan Fruit Orchards

12·30 1922

S.F. Chronicle

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12-30-22

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Oakland Tribune DECEMBER 10, 1922

BEAN YIELD IS HEAVY ON THE HOLLAND LANDS

Average of Nineteen Sacks Maintained Throughout Entire Tract.

CLARKSBURG, Dec. 9.—Far in advance of the prospects earlier in the season bean yields in this district averaged over nineteen sacks to the acre, as shown by an actual survey made by the Holland Land company covering more than 1700 acres—possibly half the bean acreage in this immediate section. One group of fifteen fields, totalling about 800 acres, run twenty sacks to the acre, on the average, a field of 115 acres producing 3380 sacks of pink beans— twenty-nine sacks to the acre.

In another group of the same number of fields 18,279 sacks were harvested on some 960 acres, or an average of eighteen and one-half sacks to the acre. Twenty-nine sacks to the acre for another lot of pinks on eighty acres was the highest unit yield in this lot. While pinks predominated, Red Mexican, Bayo, Cranberry and large whites were included in the varieties harvested.

$190 an Acre From Sugar Beets — Big Yield From Holland Land Company

1922 12·29

Byron Times

CLARKSBURG, Dec. 22.—Gross returns of $190 an acre have been realized by Holmes Bros. from a field of 125 acres of sugar beets in the Holland Land Tract.

The yield was 2470 tons, or 19¾ tons to the acre, the sugar content being 19 per cent—regarded hereabout as strikingly high on so heavy a tonnage.

The high returns on sugar beets from this district, of which the yield just reported is not extraordinary evidence, are attributed to a soil high in humus, capable of holding moisture and yet well drained. Controlled sub-irrigation has greatly facilitated the culture of sugar beets in this down river section.

SUGAR BEETS NET GROWERS $10 A TON

Clarksburg, Nov. 17.—Returns better than $10 a ton on sugar beets have been reported by growers on the Holland Land Tract west of this Sacramento River shipping point. This figure is higher than estimates made at the beginning of the harvest.

As indicative of the yield and sugar content of the crop one grower reported twenty-seven tons to the acre of 18 per cent beets from a fifty-seven acre field; another, on ninety acres, a sugar content of 21 per cent for a fourteen tons to the acre crop. Twenty per cent or more sugar was not uncommon.

These moisture holding but well drained sedimentary soils, sub-irrigated, and warm days and cool, late afternoons and nights, have made conditions peculiarly attractive for sugar beet culture.

No point in Scotland is more than 40 miles from sea water.

Sugar Beet Journal
Nov. 1922

MORSE SEED CO. PLANT ACRES IN HOLLAND LAND

Oaklant Tribune

Great Seed Producing Tract Is Taken For Intensive Development.

1922 12·31

CLARKSBURG, Dec. 30.—Intensive development of a tract of 1245 acres in the Holland Land district has been begun by C. C. Morse & Company, San Francisco seed house, the main feature of which will be a comprehensive irrigation system. The improvements projected, in the aggregate, will involve an investment approaching $50,000. The main source of supply for irrigating the tract will be Sutter Slough, a navigable arm of the Sacramento river, whether a ten-inch or two eight-inch pumps will be installed. Water will also be pumped from channels at the north end of the tract.

Coincidently a water supply system for three sets of farm buildings is being installed. A well 219 feet deep has produced a plentiful supply of water analyzed as low in hardness—rather unusual in the river districts, and provision is being made for handling 3000 gallons an hour. Two other groups of farm buildings will be independently served from wells 275 and 253 feet deep, respectively.

Three hundred acres will be set out to seed crops next spring, 200 acres will be planted to asparagus, and the Bartlett pear orchard will be increased from 22 to 50 acres. The rest of the tract will be put in beans and onions.

S.F. Bulletin

LARGE YIELDS FROM HOLLAND LAND TRACT

CLARKSBURG, Dec. 23.—Gross returns of $190 an acre have been realized by Holmes Bros. from a field of 125 acres in the Holland Land tract. The yield was 2470 tons, or 19¾ tons to the acre, the sugar content being 19 per cent—regarded hereabout as strikingly high on so heavy a tonnage.

The high returns on sugar beets from this district, of which the yield just reported is not extraordinary evidence, are attributed to a soil high in humus, capable of holding moisture and yet well drained. Controlled subirrigation has greatly facilitated the culture of sugar beets in this down-river section.

1922-12-23

Holland District Is Rich in Sugar Beets

CLARKSBURG, Dec. 23.—Sugar beets testing 19 per cent sugar and yielding 19¾ tons to the acre have returned Holmes Bros., growers in the Holland land district, centering here, $190 an acre. This is the average for a field of 125 acres that produced 2470 tons of beets. Farmers make the comment that this is by no means an extraordinary yield for this district. SF Call 1922-12-23

BANKERS SHOW CONFIDENCE IN HOLLAND LAND

Oak. Trib. 10-22-22

Loans Approaching Half a Million Dollars Made on Bottom Land.

CLARKSBURG, Oct. 21.—Bank loans aggregating $364,000 have recently been made in this district. a ording to a compilation of the Holland Land Company, which has subdivided 20,000 acres hereabout. These loans are secured by 2005 acres of the highly productive land of this downriver section of Yolo county and are regarded as substantial evidence that bankers are observant of the progress of the district, the high level of its land values, and the stability of farming operations.

Most of these loans, it is reported, have been made at lower interest rates than the prevailing rate, so sound is the security regarded. In size the tracts whose development is thus expedited vary from 40 acres to more than a section of land.

SF Bulletin 1922-12-23

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The high returns on sugar beets from this district, of which the yield just reported is not extraordinary evidence, are attributed to a soil high in humus, capable of holding moisture and yet well drained. Controlled subirrigation has greatly facilitated the culture of sugar beets in this down-river section.

Sugar Beet Yield Excellent

1922-12-23

S.F. Commercial News

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Page 1

Sugar Beets Yield $190 Gross Per Acre

CLARKSBURG, Dec. 21.—Gross returns of $190 an acre have been realized by Holmes Bros. from a field of 125 acres of sugar beets in the Holland land tract. The yield was 2470 tons, or 19¾ tons to the acre, the sugar content being 19 per cent. S.F. Chronicle 1922-12-23

Also
Sacramento
Independent
Leader
1922-12-22

distant

The Green Fields are Greenest---at a distance!

Join Your Neighbors Where Farms Pay Big

HAVE you watched the development of the Clarksburg Farming Community during the last five years? Have you talked with any of those who are harvesting high-value crops on these sedimentary lands where the factors that make for success in farming are most advantageously combined? Read the record of progress—only the "high spots" have been touched—during 1922 and understand why considerably more than two-thirds of the land sold to date has been bought by former tenants and neighboring farmers. Farmers best able to get the facts and weigh the merits of the opportunity offered were convinced that Clarksburg measured up "ace high" on every score—security of investment, expectation of crop profits, enhancing land values through district development, reasonableness of price and terms, advantages of location, attractiveness of community life, and progressive policy of a financially strong company.

Big Things Done in 1922

$50,000 appropriated and 15 miles of power line built by the Great Western Power Co. to extend electric power for agricultural purposes.

Two miles of telephone line constructed to serve recently established families.

Paved highway opened to connect Sacramento River towns between the Capital City and Rio Vista.

$75,000 bond issue for a new union school building voted by more than six to one majority.

River route from Sacramento to San Francisco selected for transcontinental Victory Highway.

17 miles of irrigation ditches built.

Installation of eight pumping plants for irrigation and intensive cultivation under way.

e

The Right Road to Competance

Get in touch with our nearest office or send a post card for detailed information. It is the unvarying policy of this company to see to it that prospective buyers learn everything that can have a bearing in reaching a decision that will mean sustained satisfaction in the future.

Action-Figures for 1922

20 new homes built and 35 other farm buildings constructed.

Seven new pear orchards set out in the new district.

Crop acreages for the year: beans, 8850; alfalfa, 2030; asparagus, 650; new orchard, 350; onions, 350; sugar beets, 425; potatoes, 1340; besides several thousand acres in grain.

Planting of black walnut shade trees along the roads continued.

Sales totaling 698.7 acres, valued at $238,843.74 consummated from January 1 to December 15, 1922.

25 loans to purchasers aggregating $581,899.17 negotiated through various banks, evidencing stability and credit of the community.

HOLLAND LAND COMPANY

CLARKSBURG
The Town on the Property

SAN FRANCISCO
351 California Street

SACRAMENTO
Capital National Bank Bldg.

TAKE HEED The company originally owned 20,000 acres, on which it carried on the major development work—pioneer cultivation, transportation outlets, irrigation, townsite advantages. Today, less than a fourth of the land remains unsold—3500 acres of sedimentary soil—the type that produces big-pay crops.

Christmas Edition Rio Vista Banner 1922

CALIFORNIA DEVELOPMENT
13

California -

BEAN YIELDS AVERAGE NINETEEN SACKS TO ACRE

Clarksburg, Nov. 24.—In advance of the prospects earlier in the season, bean yields in this district averaged over nineteen sacks to the acre, as shown by an actual survey made by the Holland Land Company covering more than 1700 acres—possibly half the bean acreage in this immediate section. One group of fifteen fields, totalling about 800 acres, ran twenty sacks to the acre, on the average a field of 115 acres producing 3380 sacks of pink beans—twenty-nine sacks to the acre.

In another group of the same number of fields 18,279 sacks were harvested on some 960 acres, or an average of eighteen and a half sacks to the acre. Twenty-nine sacks to the acre for another lot of pinks on eighty acres was the highest unit yield in this lot. While pinks predominated, Red [illegible]xican, Bayo, Cranberry, and [illegible] whites were included in the [illegible]es harvested.

Pacific Rural Press, December 9, 1922

Agricultural Topics Discussed.

HEAVY CROP OF BEETS AND BEANS.

A heavy tonnage of sugar has been grown in the Clarksburg district of Sacramento county this season where the sugar percentage has ranged above eighteen per cent in a heavy tonnage per acre of sugar beets. One 90-acre tract produced fourteen tons per acre testing 21 per cent. Another tract of 57 acres produced 27 tons per acre testing 18 per cent. Bean yields have averaged over 19 sacks per acre this year as indicated by a survey of about 1700 acres by the Holland Land Co. comprising about half of the beans grown in that district. Twenty-nine sacks per acre were taken from one field of 115 acres. Fifteen fields totaling 800 acres averaged twenty sacks. Another fifteen fields, totaling 960 acres, averaged 18.5 sacks per acre . An 80 acre field of pinks averaged 29 sacks. Most of these beans were pinks but some were Red Mexican, Bayos, Cranberries, and Large Whites.

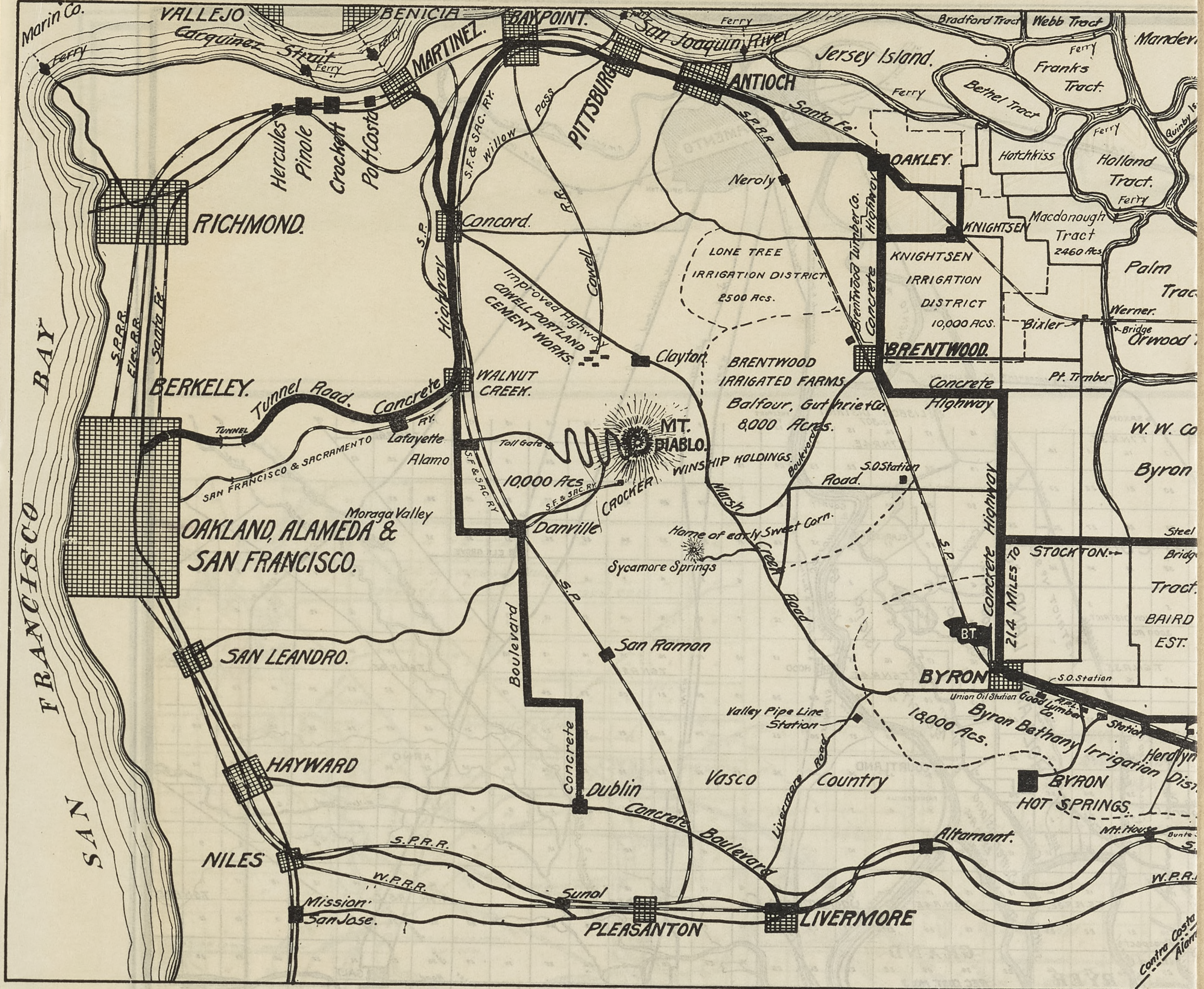
Mechanical Power on the Farm.

Pacific Rural Press
December 23, 1922

a large spray-pump manufacturer at a lower price than the manufacturer could make his own engines. These engines come equipped with Bosch magnetos for $12 extra, although the magnetos cannot be sold separately.

SUBSOILING SEDIMENT MADE BETTER BEANS.

We have before us pictures of two adjacent parts of a bean field along the river in the Clarksburg district of Yolo county. The pictures were taken last summer. One of the fields is a solid mass of beans with extra large leaves and no rows showing at all. They are blooming heavily. The rows in the other picture are plainly evident, the blossoms are not nearly so prominent, the leaves seem not so large, and the plants themselves seem not nearly so far along. The difference is held to be due to the fact that the land had been subsoiled fourteen inches deep with a Killefer Chisel before the beans were planted on the part which made the best growth. A single vine from this part of the field is shown in another picture where a man is holding the root crown several inches above his head while the ends of the vine rest on the ground.


Marin Co.
Ferry
VALLEJO
Carquinez Strait
BENICIA
BAYPOINT
MARTINEZ
San Joaquin River
PITTSBURG
ANTIOCH
Ferry
Bradford Tract
Webb Tract
Jersey Island
Franks Tract
Bethel Tract
Hotchkiss
Holland Tract
Macdonough Tract 2460 Acs.
Palm Tract
Hercules
Pinole
Crockett
Port Costa
RICHMOND.
S.F. & SAC. RY.
Willow Pass
Santa Fe
S.P.R.R.
Neroly
OAKLEY
KNIGHTSEN
Concord
Cowell R.R.
LONE TREE IRRIGATION DISTRICT 2500 Acs.
Brentwood Lumber Co.
Concrete Highway
KNIGHTSEN IRRIGATION DISTRICT 10,000 ACS.
Bixler
Werner
Bridge
Orwood
S.P.R.R.
Elec. R.R.
Santa Fe
Improved Highway
COWELL PORTLAND CEMENT WORKS.
Clayton
BRENTWOOD
BRENTWOOD IRRIGATED FARMS Balfour, Guthrie Co. 6,000 Acres.
Pt. Trimber
BERKELEY.
Tunnel Road
Concrete
WALNUT CREEK.
Tunnel
Lafayette
Alamo
Toll Gate
MT. DIABLO.
WINSHIP HOLDINGS
Concrete Highway
W. W. Co
Byron
SAN FRANCISCO & SACRAMENTO RY.
10,000 Acs.
S.O. Station
Road
Moraga Valley
OAKLAND, ALAMEDA & SAN FRANCISCO.
Danville
CROCKER
Home of early Sweet Corn.
Marsh Creek Road
STOCKTON
Steel Bridge
Tract
BAIRD EST.
Sycamore Springs
21.4 Miles to
S.P.
BT
SAN FRANCISCO BAY
San Ramon
Boulevard
BYRON
S.O. Station
SAN LEANDRO.
Valley Pipe Line Station
Union Oil Station
Good Lumber Co.
18,000 Acs.
Byron Bethany Irrigation Dist.
Herdlyn
HAYWARD
Concrete
Dublin
Vasco Country
Livermore Road
BYRON HOT SPRINGS.
Concrete Boulevard
Altamont
Mt. House
NILES
S.P.R.R.
W.P.R.R.
Sunol
Mission San Jose.
PLEASANTON
LIVERMORE
W.P.R.R.
Contra Costa Alameda

Drawn especially for the BYRON TIMES by Budd & Widdows

Also.
Sacramento
Independent
Leader
1922-12-22

distant

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Christmas Edition Rio Vista Banner 1922

CALIFORNIA DEVELOPMENT

13

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BEAN YIELDS AVERAGE NINETEEN SACKS TO ACRE

Clarksburg, Nov. 24.—In advance of the prospects earlier in the season, bean yields in this district averaged over nineteen sacks to the acre, as shown by an actual survey made by the Holland Land Company covering more than 1700 acres—possibly half the bean acreage in this immediate section. One group of fifteen fields, totalling about 800 acres, ran twenty sacks to the acre, on the average a field of 115 acres producing 3380 sacks of pink beans—twenty-nine sacks to the acre.

In another group of the same number of fields 18,279 sacks were harvested on some 960 acres, or an average of eighteen and a half sacks to the acre. Twenty-nine sacks to the acre for another lot of pinks on eighty acres was the highest unit yield in this lot. While pinks predominated, Red xican, Bayo, Cranberry, and whites were included in the es harvested.

Pacific Rural Press, December 9, 1922

Agricultural Topics Discussed.

HEAVY CROP OF BEETS AND BEANS.

A heavy tonnage of sugar has been grown in the Clarksburg district of Sacramento county this season where the sugar percentage has ranged above eighteen per cent in a heavy tonnage per acre of sugar beets. One 90-acre tract produced fourteen tons per acre testing 21 per cent. Another tract of 57 acres produced 27 tons per acre testing 18 per cent. Bean yields have averaged over 19 sacks per acre this year as indicated by a survey of about 1700 acres by the Holland Land Co. comprising about half of the beans grown in that district. Twenty-nine sacks per acre were taken from one field of 115 acres. Fifteen fields totaling 800 acres averaged twenty sacks. Another fifteen fields, totaling 960 acres, averaged 18.5 sacks per acre . An 80 acre field of pinks averaged 29 sacks. Most of these beans were pinks but some were Red Mexican, Bayos, Cranberries, and Large Whites.

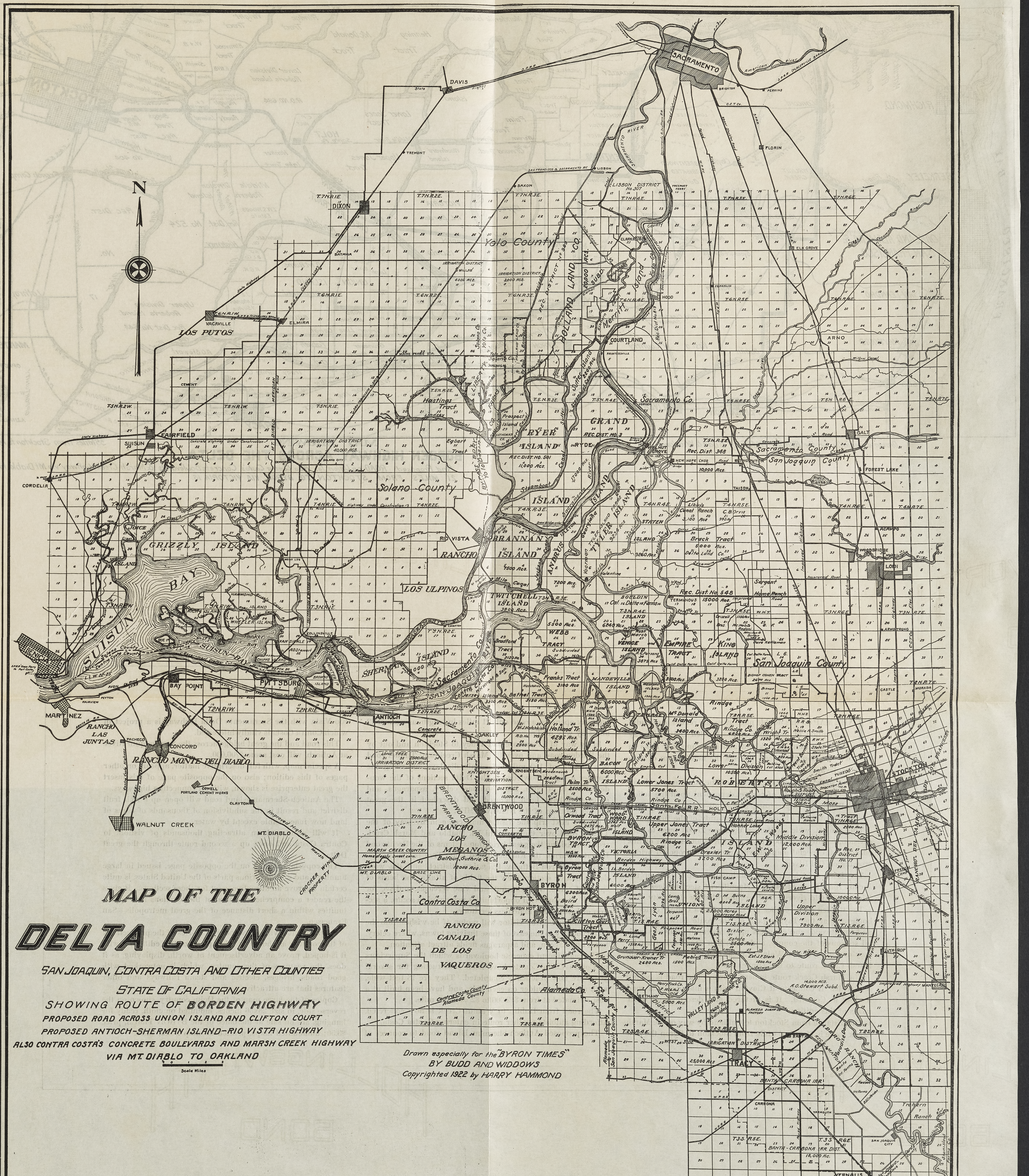
Mechanical Power on the Farm.

Pacific Rural Press
December 23, 1922

a large spray-pump manufacturer at a lower price than the manufacturer could make his own engines. These engines come equipped with Bosch magnetos for $12 extra, although the magnetos cannot be sold separately.

SUBSOILING SEDIMENT MADE BETTER BEANS.

We have before us pictures of two adjacent parts of a bean field along the river in the Clarksburg district of Yolo county. The pictures were taken last summer. One of the fields is a solid mass of beans with extra large leaves and no rows showing at all. They are blooming heavily. The rows in the other picture are plainly evident, the blossoms are not nearly so prominent, the leaves seem not so large, and the plants themselves seem not nearly so far along. The difference is held to be due to the fact that the land had been subsoiled fourteen inches deep with a Killefer Chisel before the beans were planted on the part which made the best growth. A single vine from this part of the field is shown in another picture where a man is holding the root crown several inches above his head while the ends of the vine rest on the ground.


N
SACRAMENTO
DAVIS
DIXON
VACAVILLE
ELMIRA
LOS PUTOS
FAIRFIELD
SUISUN
CORDELIA
Yolo County
Solano County
Sacramento Co.
Sacramento County
San Joaquin County
Contra Costa Co.
Alameda Co.
Contra Costa County
Alameda County
GRIZZLY ISLAND
SUISUN BAY
BENICIA
MARTINEZ
RANCHO LAS JUNTAS
CONCORD
RANCHO MONTE DEL DIABLO
WALNUT CREEK
CLAYTON
COWELL PORTLAND CEMENT WORKS
MT. DIABLO
Improved Highway
Marsh
CROCKER WINSHIP PROPERTY
BAY POINT
PITTSBURG
ANTIOCH
OAKLEY
BRENTWOOD
KNIGHTSEN
BYRON
BYRON HOT SPG.
RANCHO LOS MEGANOS
Balfour, Guthrie & Co.
MARSH CREEK COUNTRY
Home of early sweet corn.
RANCHO CANADA DE LOS VAQUEROS
RIO VISTA
RANCHO LOS ULPINOS
SHERMAN ISLAND
TWITCHELL ISLAND
BRANNAN ISLAND
GRAND ISLAND
RYER ISLAND
ANDRUS ISLAND
TYLER ISLAND
STATEN ISLAND
BOULDIN ISLAND
VENICE ISLAND
EMPIRE TRACT
KING ISLAND
MANDEVILLE ISLAND
WEBB TRACT
BACON ISLAND
Franks Tract
Holland Tr.
Palm Tr.
Orwood Tract
BYRON TRACT
VICTORIA ISLAND
UNION ISLAND
ROBERTS ISLAND
Lower Jones Tract
Upper Jones Tract
McDonald Island
Rindge Tract
Clifton Court
BETHANY
TRACY
BANTA-CARBONA IRR. DISTRICT
VERNALIS
SAN JOAQUIN CITY
LATHROP
STOCKTON
LODI
WOODBRIDGE
GALT
FLORIN
ELK GROVE
ARNO
HOOD
COURTLAND
CLARKSBURG
HOLLAND LAND CO.
Merritt Island
WALNUT GROVE
RYDE
ISLETON
FREEPORT
TERMINOUS
FOREST LAKE
ACAMPO
Sacramento River
San Joaquin River
American River
Scale Miles
0 1 2 3

MAP OF THE

DELTA COUNTRY

SAN JOAQUIN, CONTRA COSTA AND OTHER COUNTIES

STATE OF CALIFORNIA

SHOWING ROUTE OF BORDEN HIGHWAY
PROPOSED ROAD ACROSS UNION ISLAND AND CLIFTON COURT
PROPOSED ANTIOCH-SHERMAN ISLAND-RIO VISTA HIGHWAY
ALSO CONTRA COSTA'S CONCRETE BOULEVARDS AND MARSH CREEK HIGHWAY
VIA MT. DIABLO TO OAKLAND

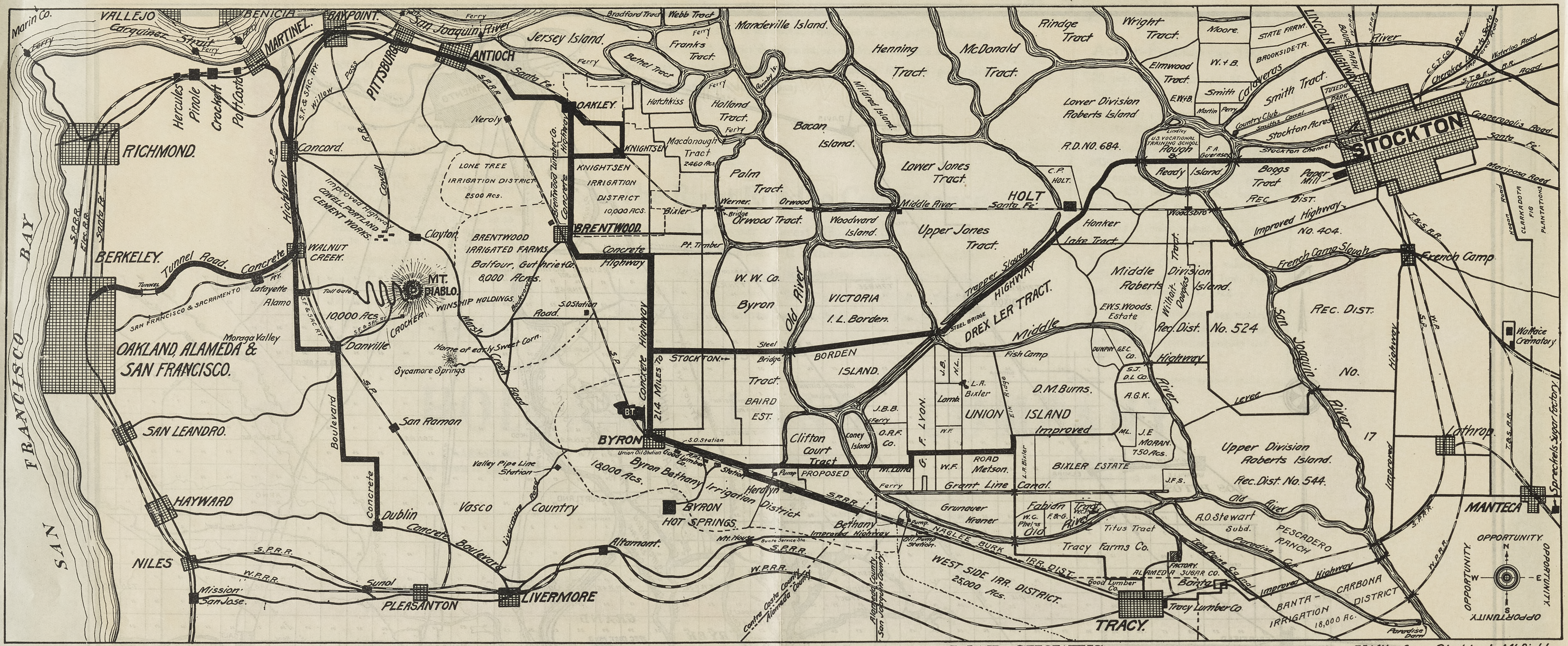
Drawn especially for the "BYRON TIMES"
BY BUDD AND WIDDOWS
Copyrighted 1922 by HARRY HAMMOND

Also
Sacramento
Independent
Leader
1922-12-22

distant

The Green Fields are Greenest—at a distance!

Join Your Neighbors Where Farms Pay Big



VALLEJO
BENICIA
BAY POINT
MARTINEZ
San Joaquin River
ANTIOCH
PITTSBURG
Jersey Island
Mandeville Island
Webb Tract
Bradford Tract
Franks Tract
Bethel Tract
OAKLEY
KNIGHTSEN
Holland Tract
Bacon Island
Henning Tract
McDonald Tract
Rindge Tract
Wright Tract
Elmwood Tract
Moore
Lower Division Roberts Island
R.D. No. 684
STOCKTON
Ready Island
Boggs Tract
Paper Mill
Rec. Dist.
Improved Highway No. 404
HOLT
Middle River
Lower Jones Tract
Upper Jones Tract
Woodward Island
Orwood Tract
Palm Tract
BRENTWOOD
KNIGHTSEN IRRIGATION DISTRICT 10,000 Acs.
LONE TREE IRRIGATION DISTRICT 2500 Acs.
BRENTWOOD IRRIGATED FARMS Balfour, Guthrie Co. 8,000 Acres
Concord
Clayton
WALNUT CREEK
MT. DIABLO
10,000 Acs.
RICHMOND
BERKELEY
Tunnel Road
OAKLAND, ALAMEDA & SAN FRANCISCO
SAN FRANCISCO BAY
Hercules
Pinole
Crockett
Port Costa
Danville
San Ramon
SAN LEANDRO
HAYWARD
NILES
Mission San Jose
PLEASANTON
Dublin
LIVERMORE
Altamont
Concrete Boulevard
Vasco Country
BYRON
BYRON HOT SPRINGS
18,000 Acs.
Byron Bethany Irrigation District
21 1/4 Miles to Stockton
VICTORIA I. L. Borden
BORDEN ISLAND
Old River
DREXLER TRACT
HIGHWAY
Middle Roberts Division Island
Rec. Dist. No. 524
UNION ISLAND
D. M. Burns
Clifton Court Tract
ROAD Metson
Grant Line Canal
BIXLER ESTATE
WEST SIDE IRR. DISTRICT 25,000 Acs.
Tracy Farms Co.
TRACY
Tracy Lumber Co.
Alameda Sugar Co.
BANTA-CARBONA IRRIGATION DISTRICT 18,000 Ac.
Pescadero Ranch
R. O. Stewart Subd.
Upper Division Roberts Island Rec. Dist. No. 544
Rec. Dist. No. 17
Lathrop
MANTECA
French Camp
San Joaquin River
Wallace Crematory
Spreckels Sugar Factory
OPPORTUNITY
N E S W

Drawn especially for the BYRON TIMES by Budd & Widdows

MAP SHOWING
BORDEN HIGHWAY ACROSS THE DELTA

And Proposed ROAD on Union Is. Also Contra Costa's Concrete Boulevards & Marsh Creek Highway via Mt. Diablo to Oakland

21 MILES FROM STOCKTON TO BYRON VIA VICTORIA IS.

35 Miles from Stockton to Mt. Diablo

THE MAP on this double page gives the reader a splendid conception of the route of the Borden Delta highway from Stockton to Oakland and its connecting links in Contra Costa County, where it meets the new system of concrete boulevards.

It also shows the proposed route of the road across Union Island. This project is, of course, dependent upon the action of the Boards of Supervisors, but as all rights of way have been guaranteed, its building is a certainty of the future.

This project, which will open up some 27,000 acres to subdivision, is fully described in the Union Island section of this edition, with special map showing route and proposed bridge crossing on Old River.

The Borden highway is a continuation from Holt of the Jacobs road from Stockton. Magnificent steel bridges span Middle and Old rivers. Both are operated by electricity.

The Borden road reaches the Contra Costa County concrete boulevard at the Taylor gate, on the route between Byron and Brentwood, and connects up by splendid highways with all sections of the county, and on to San Francisco either by way of Concord and Walnut Creek, or over the picturesque Marsh Creek route to the Tunnel road.

The Marsh Creek route is here shown. The road is twenty feet wide. It connects at Clayton with a macadamized road leading to Concord. It is pictured and described on other pages of this edition.

The distance from Stockton to Oakland by way of the Marsh Creek route is 71 miles, while from Stockton to Byron the new highway opens up a road only 21 miles in length, as against 42 miles by way of Tracy.

In by way of Livermore and Tracy to Stockton and out by the Borden road and over the Marsh Creek and Tunnel road is a stretch of 150 miles of scenic displays, affording the traveler a sight knowledge in the Delta sections of the wonderful fields of corn, beans, onions, celery, asparagus, and grain that have been pictured and described in the great Booster Editions of the BYRON TIMES.

On the next trip the visitor may come in by way of the Tunnel road over the beautiful Mt. Diablo and Marsh Creek sections, visiting the great irrigation systems of the Brentwood Irrigated Farms, the Knightsen and Lone Tree Irrigation districts, the Byron-Bethany Irrigation District, and the wonderful Oakley section, view the fields of alfalfa, the herds of splendid cattle, the fruit, nut, and vine acreages, and see for himself the wonderful opportunities presented to secure a section of land in this matchless territory.

Continuing on, the visitor will motor, if he wishes, into the Delta country to the east of those thriving towns, where celery, bean, onion, corn, and asparagus fields attract attention.

The magnificent concrete boulevards which the Supervisors of Contra Costa County have been constructing for several years are now practically completed. They are 18 feet wide, with a 2-foot shoulder on each side, and have been built at a cost estimated at from $12,000 to $25,000 per mile.

The road from Dublin to Walnut Creek is now concreted, affording autoists another route in entering Contra Costa.

The proposed Antioch-Sherman Island road to connect at Rio Vista with the Sacramento Delta highway is a project in which Contra Costa is vitally interested.

This road and the great bridge across the San Joaquin River at Antioch, will cost some $700,000.

A special map, with full descriptive matter, appears on other pages of this edition; also on the opposite page of this insert the great enterprise is shown, with all connecting highways.

The Antioch-Sherman Island road will open up a rich fruit district and result in the subdivision of thousands of acres of land now inaccessible except by water.

It will also result in attracting thousands of visitors to Contra Costa and open up a second route through the great Delta.

The copyrighted map on the opposite page, issued in large numbers, and sent to various parts of the United States, is quite certain to prove an attractive asset for these sections. It gives the reader a comprehensive idea of the locations and opportunities within a short distance of the great metropolis—San Francisco.

Supplemented with the wonderful stories of the productivity of the country, as shown on other pages of this edition, it will, it is hoped, prove an advertisement of worth, displaying, as it does, the vastness of the country, which is networked with good roads, bridges, electric and steam railways and other features that are attractive.

Copies of the large map of the Delta country, shown on the reverse side, in size 28x36 inches, mounted on cloth, ready for hanging, are on sale at the office of the BYRON TIMES, price $3.50; unmounted maps, printed on map bond, $2.00.

CKTON
Waterloo Road
Copperopolis Road
Santa Fe
Mariposa Road
French Camp
Wallace Crematory
Highway
Lathrop
MANTECA
Spreckels Sugar Factory
OPPORTUNITY
OPPORTUNITY
OPPORTUNITY
OPPORTUNITY
N
E
S
W
Paradise Dam

es from Stockton to Mt Diablo

hway via Mt Diablo to Oakland